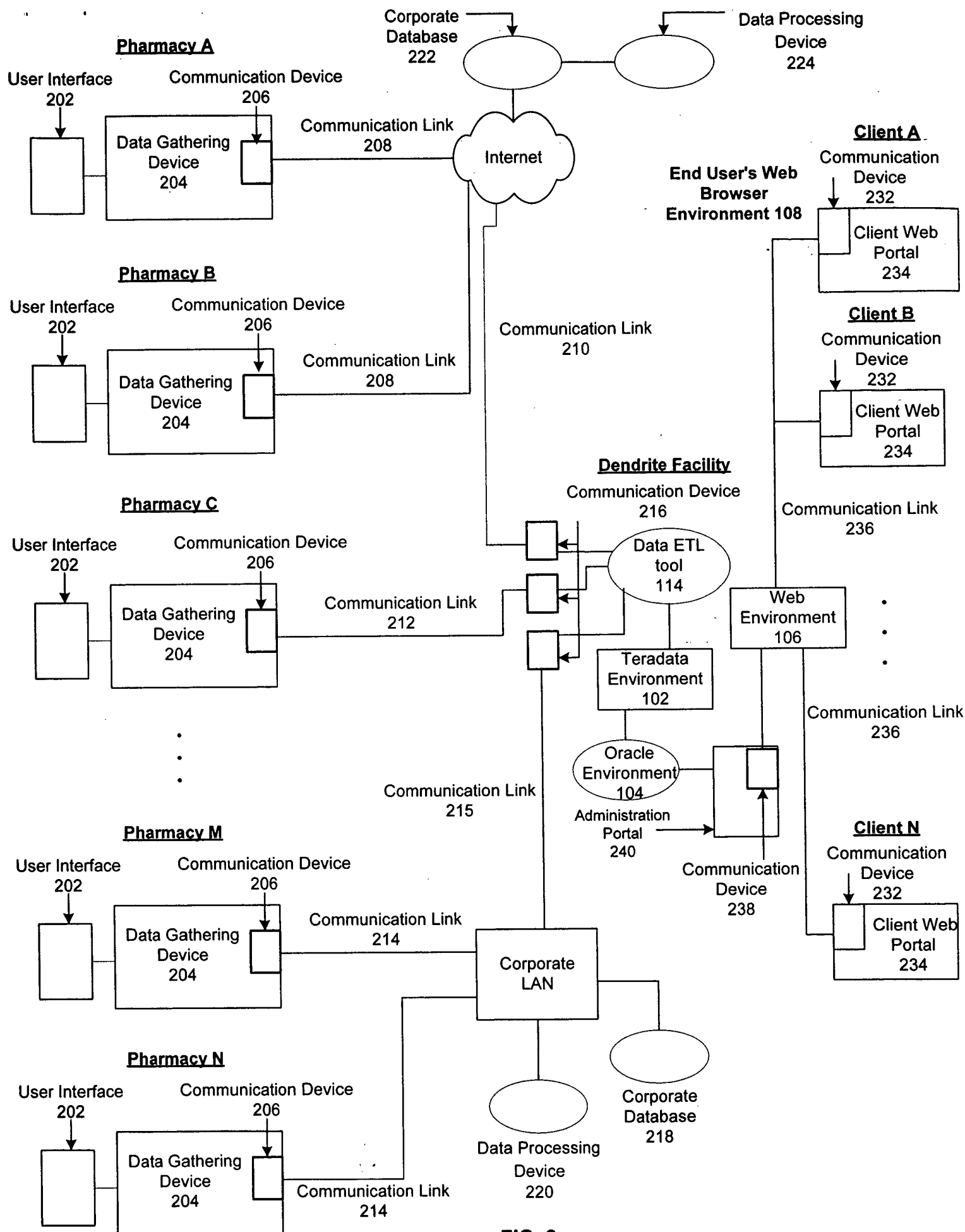
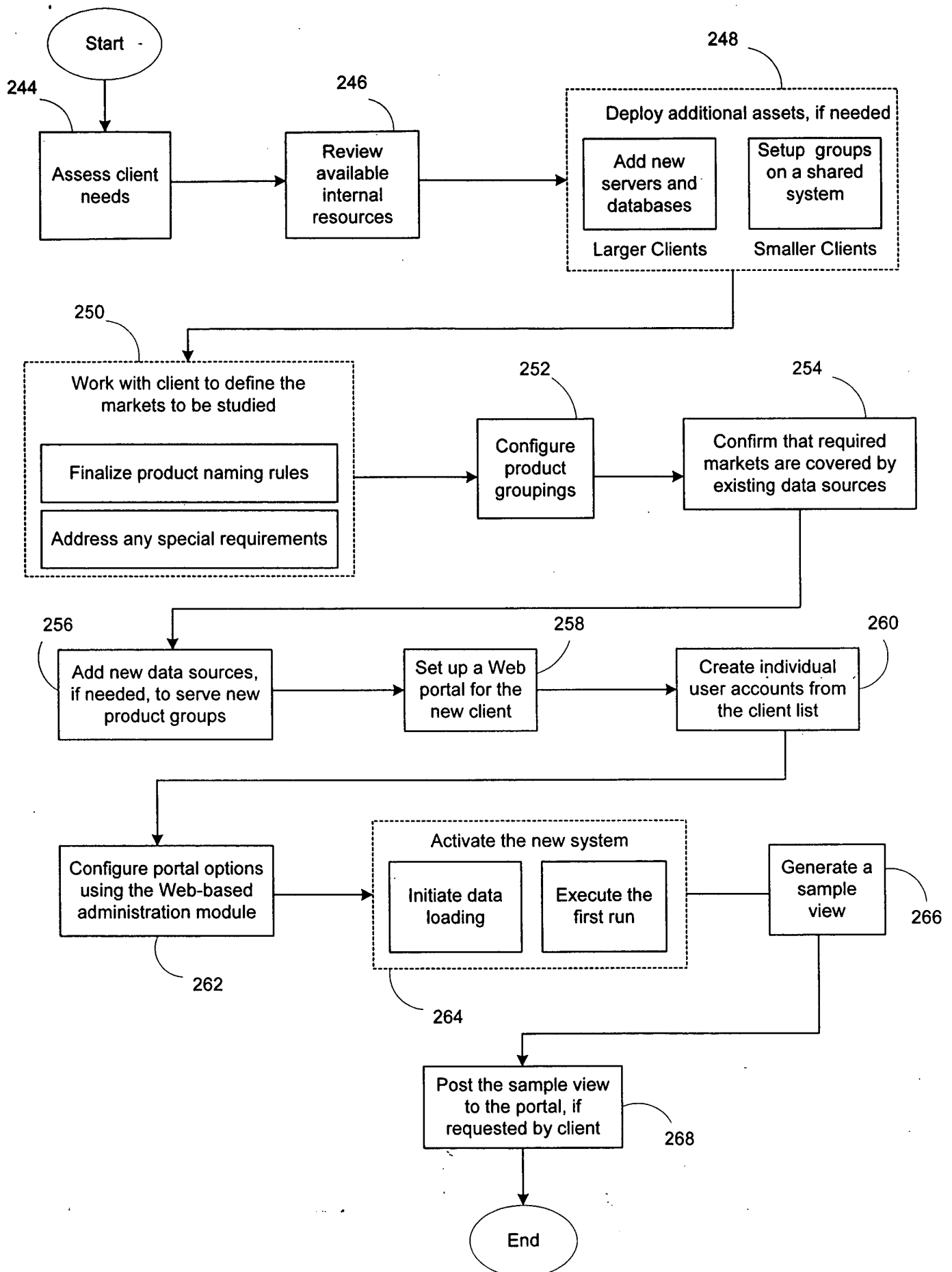


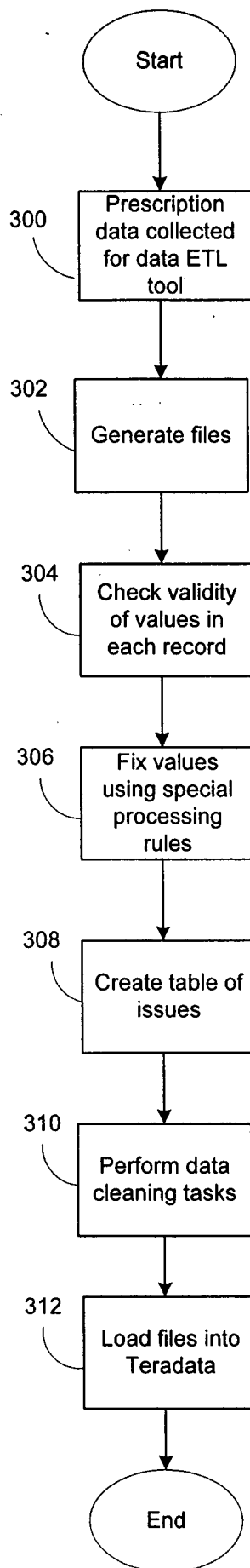
Figure 1



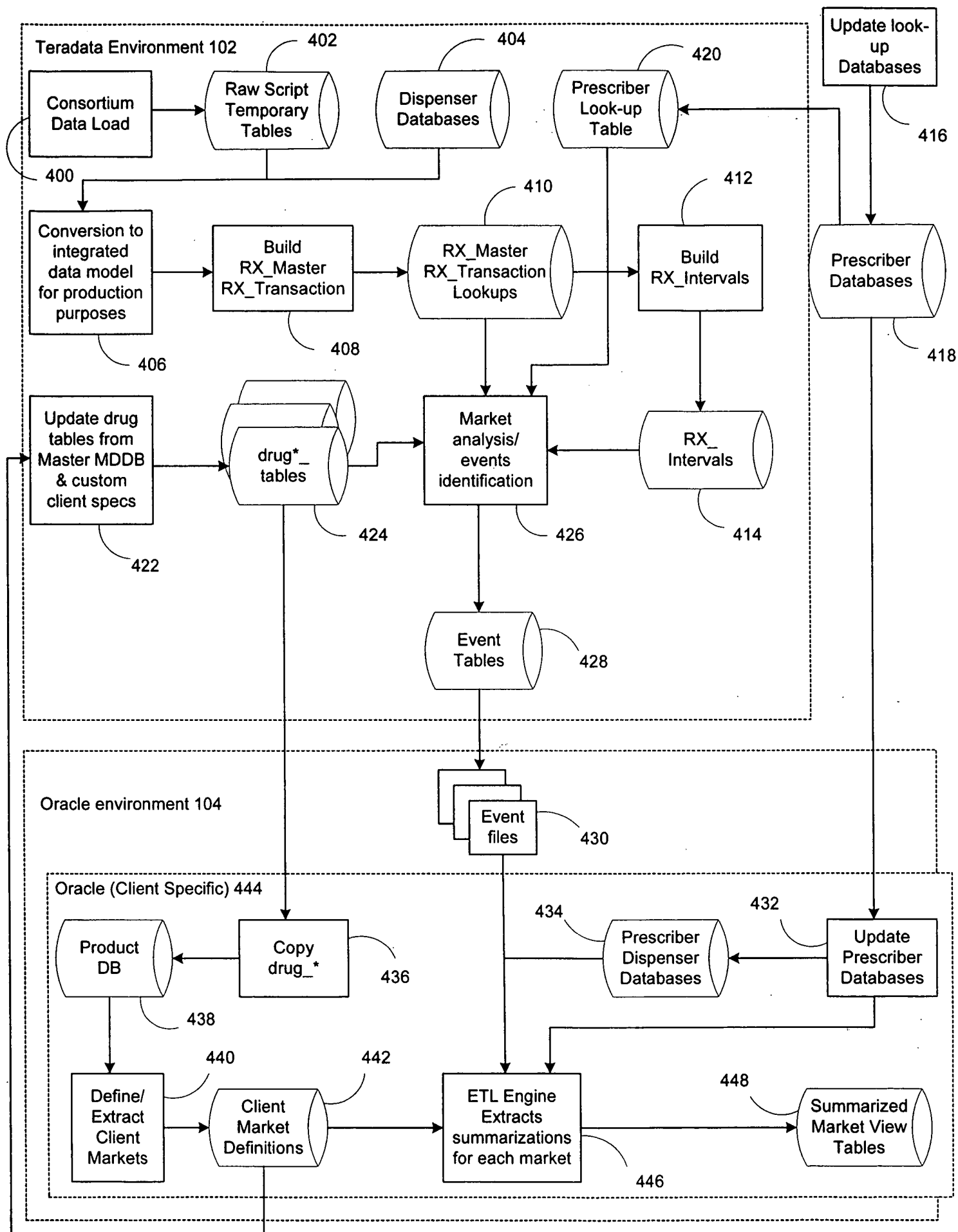
**FIG. 2**



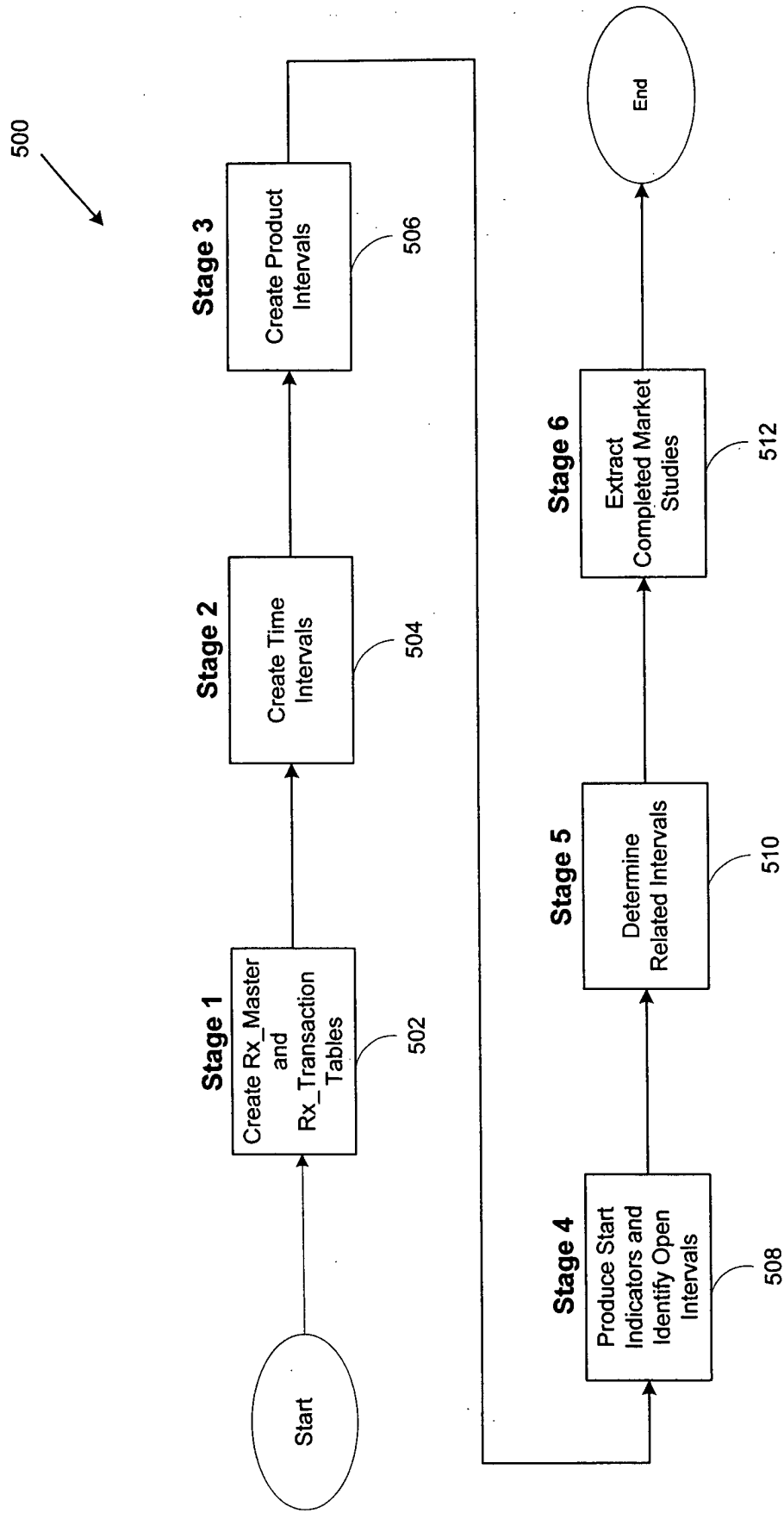
**FIG. 2a**



**FIG. 3**



**FIG. 4**



**FIG. 5**

RX_Master
rx_id
patient_id
dispenser_id
prescriber_id
dispensed_NDC9

514

RX_Transaction
rx_id
transaction_id
Dispensed_NDC_Pack
age_Code
refill_nbr
dispensed_date
dispensed_quantity
days_supply_dispensed
Payment_Type
DAW_Code

516

G_Atomic_Intervals
rx_id
group_code
dispensed_date
end_date
day_qty
refill_nbr
start_order

518

RX_Intervals
rx_id
start_date
end_date
last_refill_date
qty
start_refill_nbr
refill_count

520

Product_Intervals
patient_id
interval_id
prescriber_id
product_id
category_id
area_id
start_date
end_date
last_refill_date

522

Tmpg_MergedIntervals
patient_id
prescriber_id
ncdpd_nbr
product_id
category_id
area_id
start_date
end_date
last_refill_date
start_refill_nbr
start_indicator
interval_id
group_code

524

TEMP_Event_Intervals
patient_id
prescriber_id
product_id
category_id
area_id
start_date
end_date
last_refill_date
start_indicator
interval_id
flg_opened_interval

526

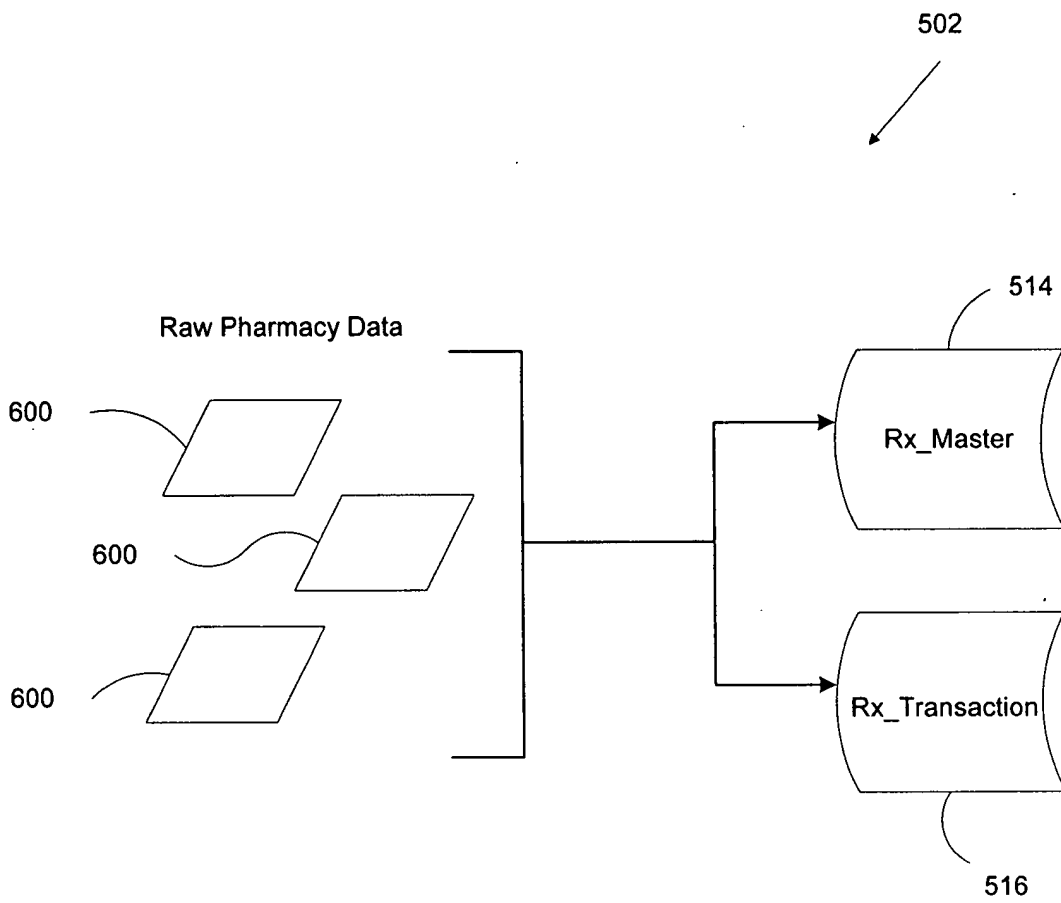
Related_Intervals
patient_id
interval_id
related_interval_id
relation_type

528

Event_Intervals
patient_id
prescriber_id
product_id
category_id
area_id
start_date
end_date
last_refill_date
start_indicator
interval_id
flg_opened_interval

530

FIG. 5a



**FIG. 6**



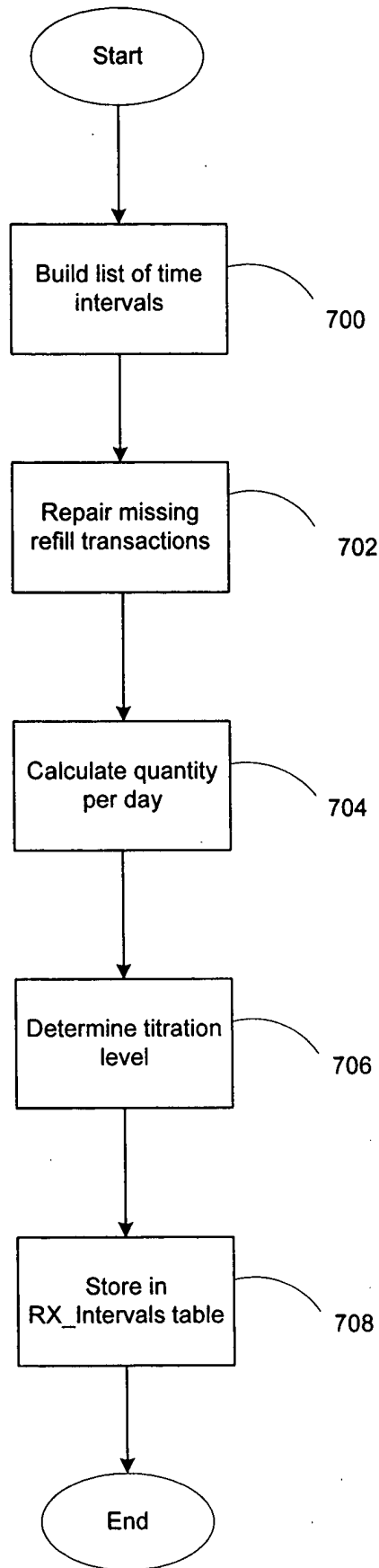
RX-MASTER			
Column Name	Data Type	Null Option	Description
<i>rx_id</i>			Primary key. Keys this table to <b>RX_Transaction</b> .
<i>patient_id</i>			A unique identifier for the current anonymous patient. Details about the patient, including birth year and gender, are stored separately in a <b>Patient</b> table. The <b>Patient</b> table is keyed to this <i>patient_id</i> as is the Patient Identifier used by the Dispenser for this patient
<i>dispenser_id</i>			A unique identifier which indicates the pharmacy that dispensed the product to the patient. <i>Dispenser_id</i> is used to link to the dispenser table and contains details about the dispenser/pharmacy including address, chain affiliations, store affiliations and NCPDP number. Currently, the <i>dispenser_id</i> is the pharmacy's NCPDP number but this may be changed at some point because not all data providers apply NCPDP numbers
<i>prescriber_id</i>			Identifies the prescribing physician. This is a sequentially generated identifier. The <b>xREF_DEA</b> table provides a look-up between the <i>prescriber_id</i> and the DEA number. In the future, another "xREF" table will provide a direct map between the <i>prescriber_id</i> and the Dendrite UMP databases.
<i>dispensed_NDC9</i>			Identifies the product dispensed. The number is the first 9 digits of an 11-digit format National Drug Code (NDC code). The first 5 digits of this number identifies the manufacturer. The next 4 digits provide the manufacturer's product number. Dispensed_NDC9 is stored as an integer, thus the leading 0's are implicit. Since the last 2 digits of an 11-digit NDC number just specify a given product's package code, we can safely assume that all prescriptions with the same first 9 digits are, in fact, the same product. Note: any product with an NDC code which doesn't follow the NDC11 to NDC9 roll-up cannot be analyzed using ScripMaxIQ. This includes medical devices.

Figure 6a

RX-TRANSACTION			
Column Name	Data Type	Null Option	Description
<i>rx_id</i>	Integer	Not Null	Primary key. Keys this table to <b>RX_Master</b> .
<i>transaction_id</i>	Decimal (11,0)	Not Null	Uniquely identifies the current purchase transaction. Since prescription ID's aren't required for consortium data, this ID is derived by combining the four elements which make up <i>rx_id</i> as well as <i>refill_no</i> and <i>dispensed_date</i> .
<i>Dispensed_NDC_Package_Code</i>	Smallint		Holds the last 2 digits that had been removed to create Dispensed_NDC9 From the current prescriptions 11-digit NDC Code.
<i>REFILL_NBR</i>	Smallint		This is the refill sequence number from the original prescription. The first null prescription has a refill number of 0.
<i>dispensed_date</i>	Date Format yyyy-mm-dd	Not null	Specifies the date that the current transaction occurred.
<i>dispensed_quantity</i>	Decimal (10,2) Compress 30		Indicates the number of dosages (pills, capsules, etc.) that were dispensed
<i>DAYS_SUPPLIED_DISPENSED</i>	Smallint Compress 30		Shows the number of days that this dispensed medication is scheduled to last, i.e. 60 pills @ 2 per day = 30 days. There are values for days_supply_dispensed which don't match the day supply but indicate other things. For example, a value of "98" or "99" indicates that a given product was dispensed on an "as needed" basis.
<i>Payment_type</i>	Varchar (1) Character set latin not case specific		Specifies the form of payment used to purchase this medication, i.e., cash, medical insurance or Medicare
<i>DAW_Code</i>	Varchar (2)	Character	Shows whether the dispenser provided the exact product specified on the prescription or a substitute

**Figure 6b**

504



**FIG. 7**

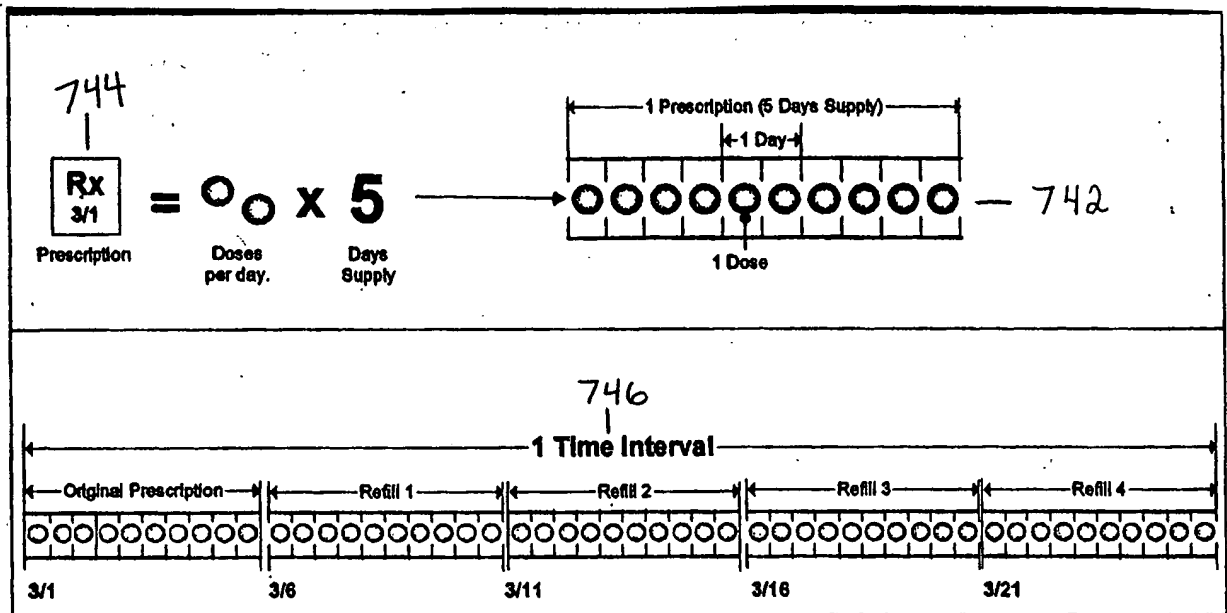
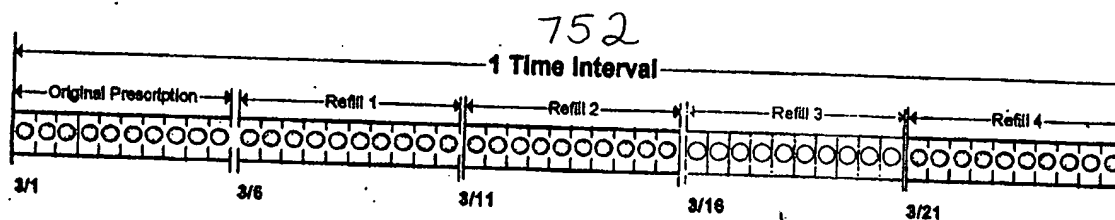


FIG. 7a



750

FIG. 7b

RX Interval			
Column Name	Data Type	Null Option	Description
<i>rx_id</i>			Primary Key.
<i>start_date</i>			Indicates the start of the current refill's treatment cycle. Calculated from the Rx purchase date.
<i>end_date</i>			Indicates the end of the current refill's treatment cycle. Calculated by adding the <i>days_supply</i> of the medication to its purchase date.
<i>last_refill_date</i>			<i>last_refill_date</i> is the last date within this interval that the patient physically refilled an Rx for the same product. The actual date the patient stopped taking the product will be sometime between this date and <i>end_date</i> , which is <i>last_refill_date</i> plus <i>days_supply</i> taken from the last refill (which could be different from the <i>days_supply</i> for all previous refills on a prescription).
<i>qty</i>			Refers to quantity per day of the medication. This is a fractional number.
<i>start_refill_nbr</i>			Stores the refill number of the earliest transaction in

FIG. 7c

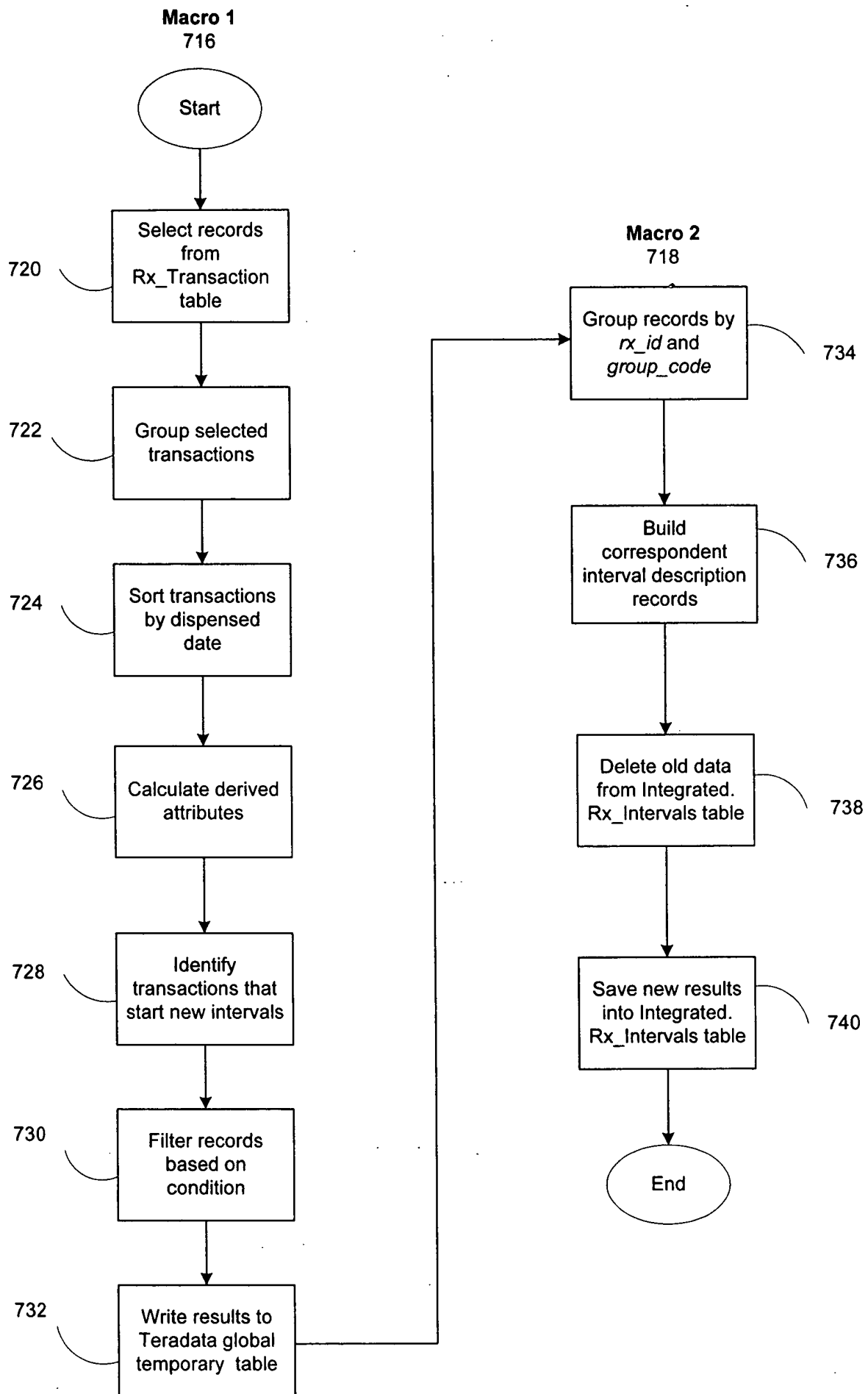
Rx Transaction Table Entries

Rx_id 714	Transaction_Id	Dispensed ndc package code	Refill_no	Dispensed Date	Dispensed QTY	Days Supply	Payment Type	DAW
469,814,736	1,442,997,754	08	2	2000-01-28	60	30	T	0
469,814,736	787,315,098	08	3	2000-06-01	60	30	T	0
469,814,736	627,226,368	08	4	2000-07-03	30	15	T	0
469,814,736	469,814,736	08	0	2000-12-11	60	30	T	0
469,814,736	633,143,033	08	1	2001-01-30	60	30	T	0

Corresponding RX Interval Records

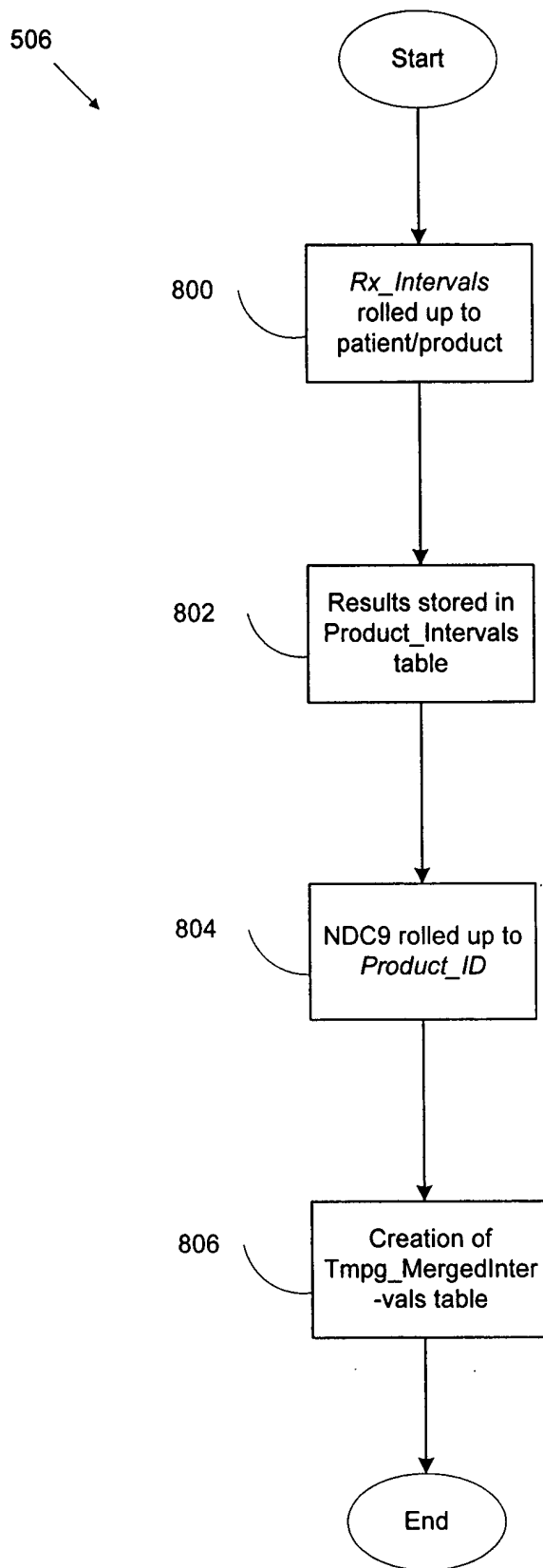
Rx_id 714	Start_date	End_date	Last_refill_date	Qty	Refill_count	Start_refill_nbr
469,814,736	2000-01-28	2000-07-18	2000-07-03	2.00		
469,814,736	2000-12-11	2001-02-30	2001-01-30	2.00		

FIG. 7d



**FIG. 7e**



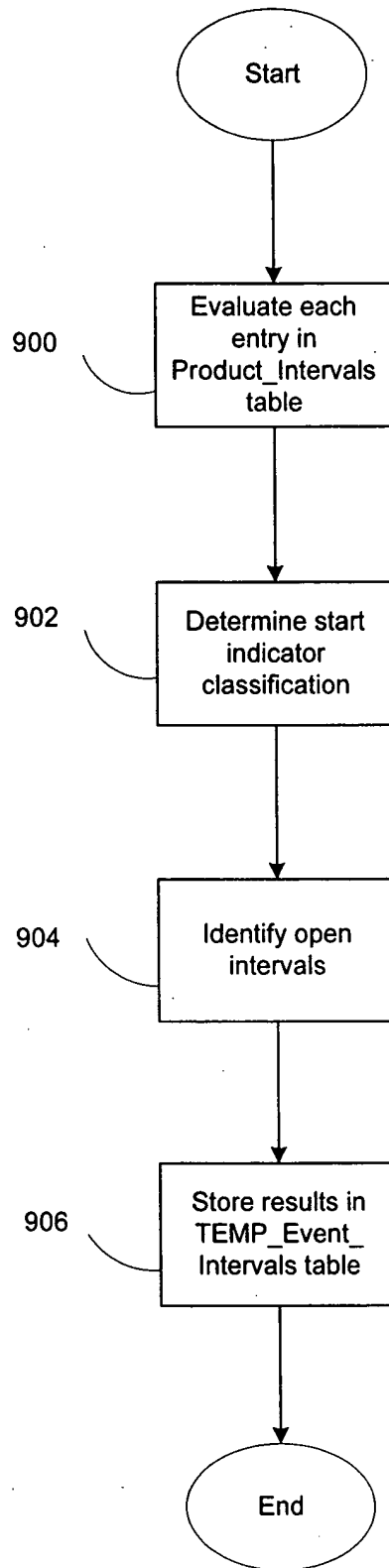


**Fig. 8**

Product_Intervals			
Column Name	Data Type	Null Option	Description
<i>patient_id</i>			<i>patient_id</i> and <i>interval_id</i> are combined to create the primary key. <i>interval_id</i> is a small int and restarts for each patient.
<i>interval_id</i>		Small int	
<i>prescriber_id</i>			Identifies the prescribing physician. This is a sequentially generated identifier. The xRef_DEA table provides a look-up between the <i>prescriber_id</i> and the DEA number. In the future, another "xRef" table will provide a direct map between the <i>prescriber_id</i> and the Dendrite UMP database.
<i>product_id</i>			Corresponds to a combination of a unique product trade name and classification from NDDb. Every unique combination is given a product ID. Product IDs can also be custom-defined. Custom-defined product have negative product IDs.
<i>category_id</i>			<i>Category_ID</i> is the Therapeutic Category that this product belongs to. This is a narrow grouping of products. Products within the same Therapeutic Category are considered generally equivalent to one another, in other words they compete amongst each other. The <i>Category_ID</i> corresponds to the <i>class_id</i> part of a product's Generic Product Identifier (GPI) in the MDDB Database. Classes can also be custom-defined.
<i>area_id</i>			Identifies the Therapeutic Area that this product belongs to. This is a broad grouping of comparable products. That's to say, products between which switch events are possible. If two products are not in the same Therapeutic Area, then they aren't considered switch candidates.
<i>start_date</i>			Indicates the start of the current refill's treatment cycle. Calculated from the Rx purchase date.
<i>end_date</i>			Indicates the end of the current refill's treatment cycle. Calculated by adding the <i>days_supply</i> of the medication to <i>start_date</i> .

FIG. 8a

508

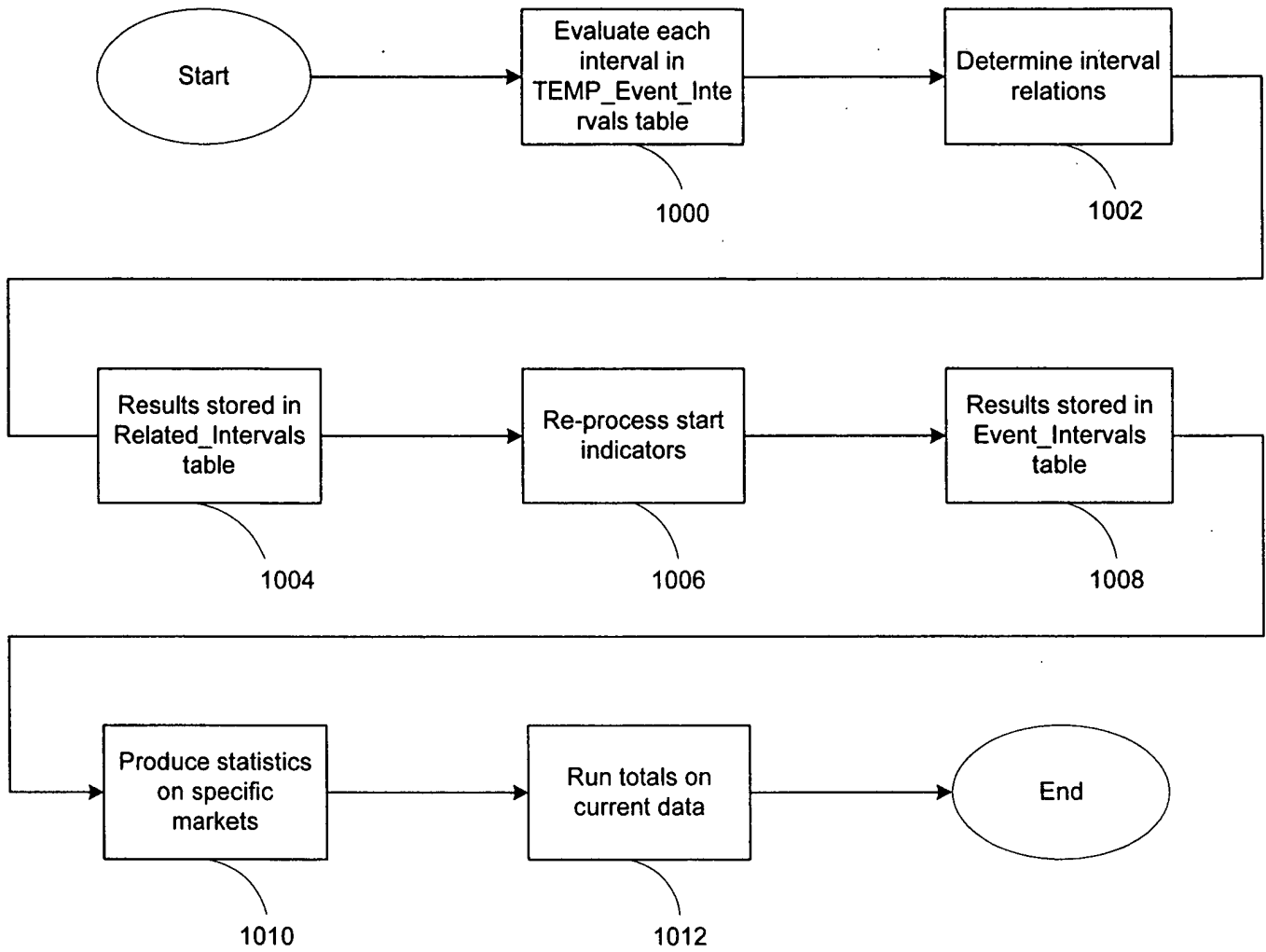


**FIG. 9**

Value	Name	Description
T	Area Start	First time the patient has taken any product in this therapeutic area
M	Category Start	First time the patient has taken any product in this therapeutic category
B	Product Start	First time the patient has taken this product
R	Restart	The patient is taking this product after not taking this product anytime in the previous 90 days
X	Intermittent	None of the above conditions met. Indicates intermittent use

**FIG. 9a**

510



**FIG. 10**

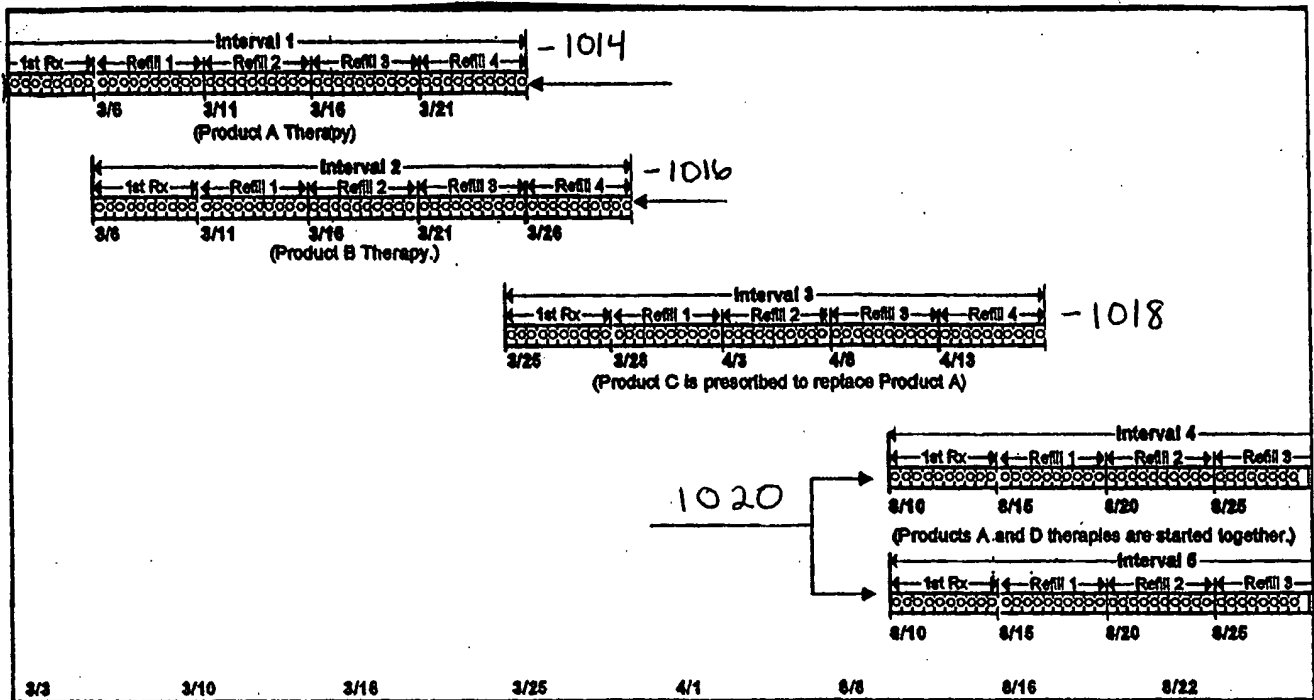
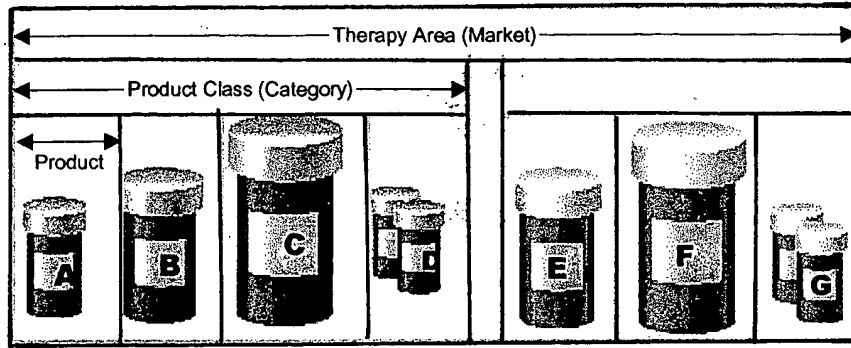


FIG. 10a

1030



1032

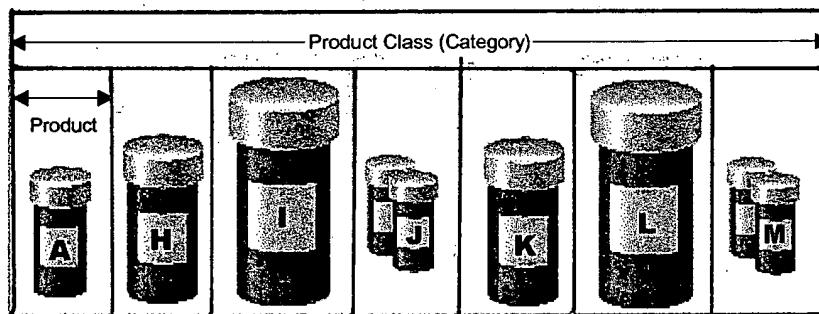
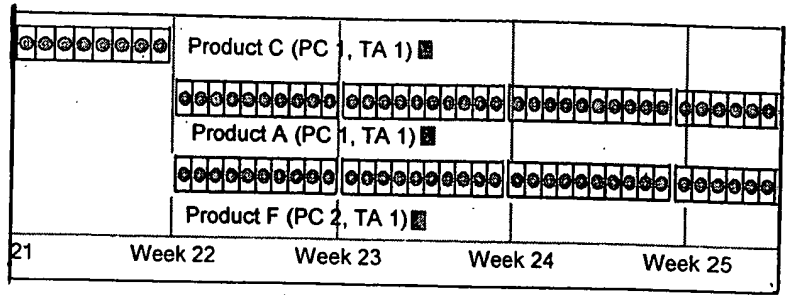
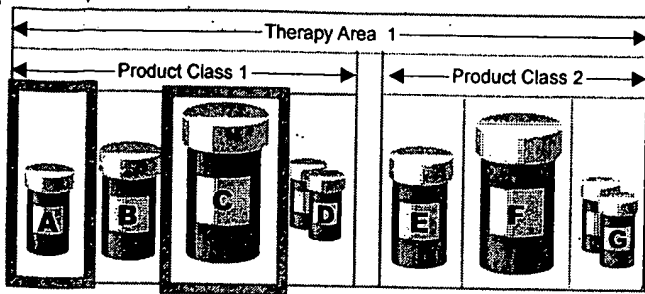
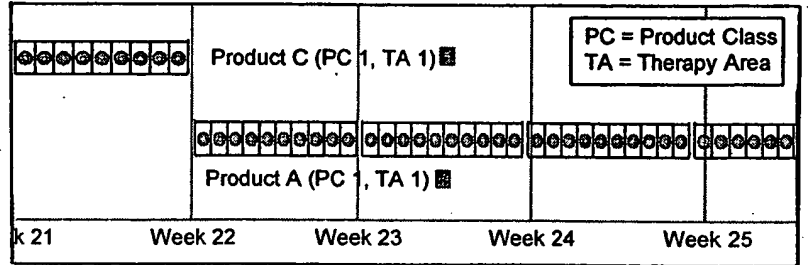
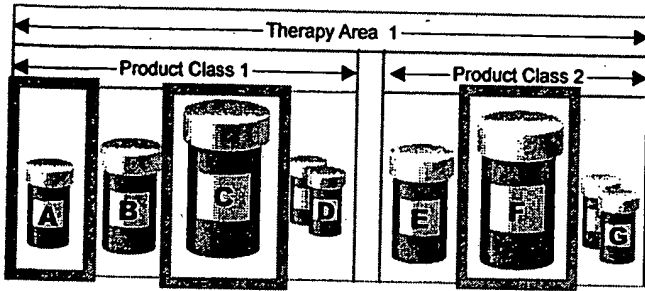


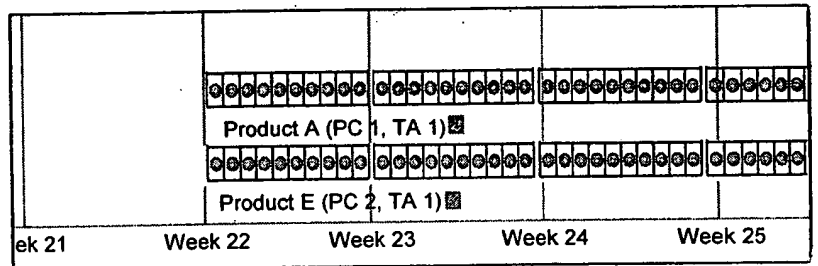
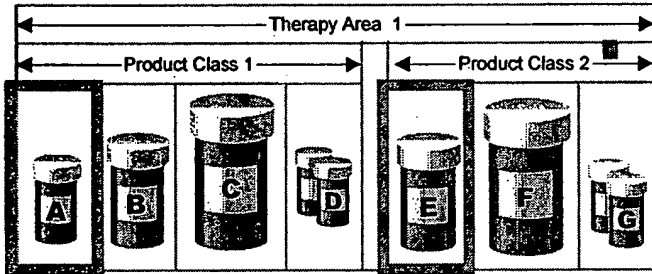
Figure 10b.



1034



1036



1038

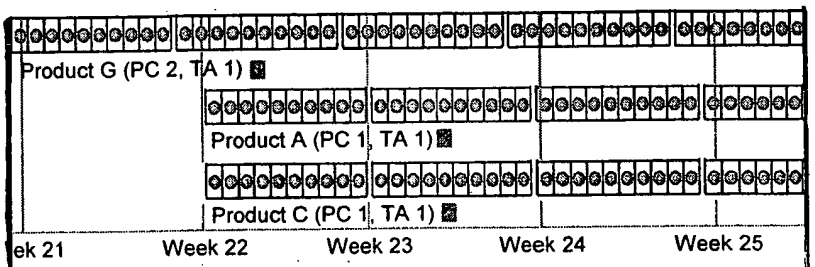
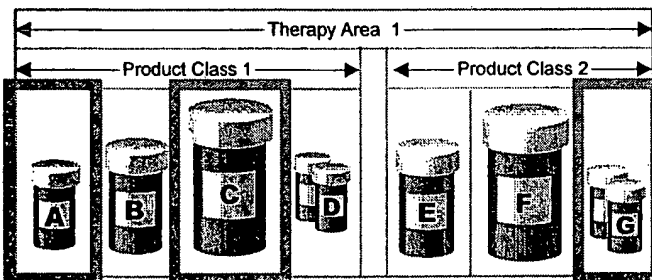
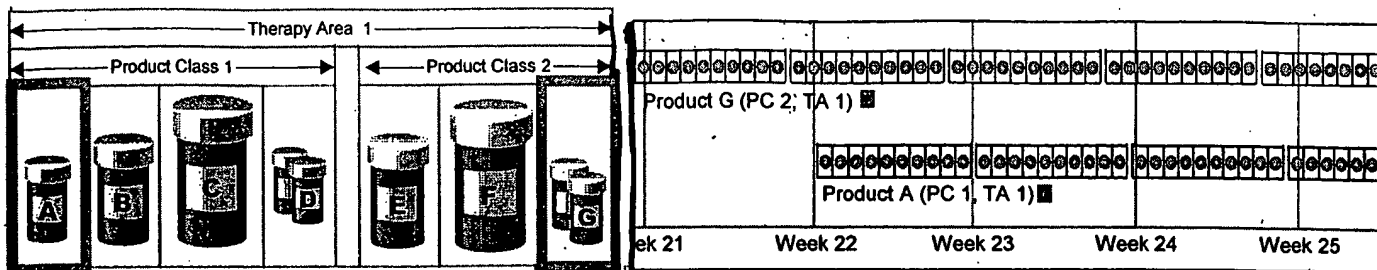
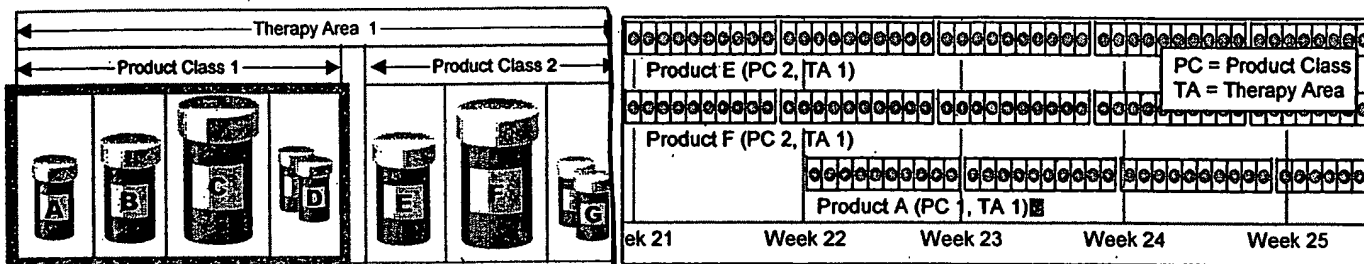


Figure 10 C

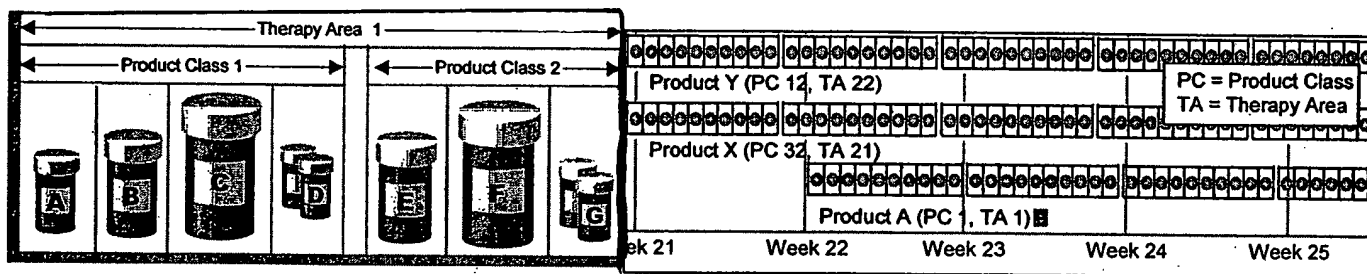




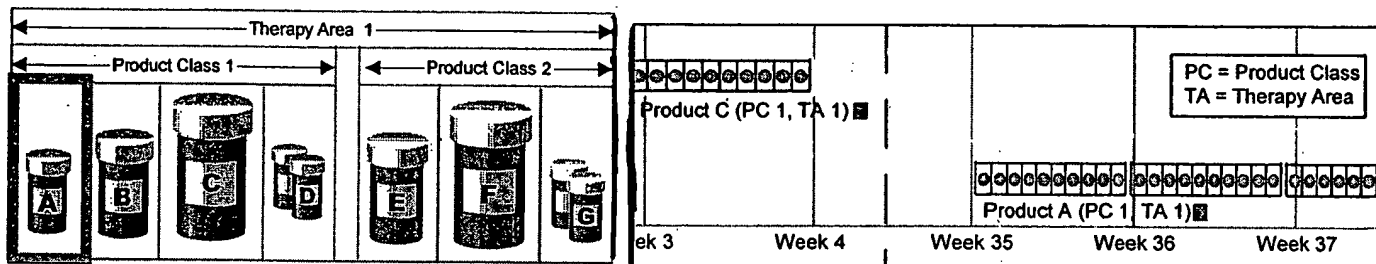
1042



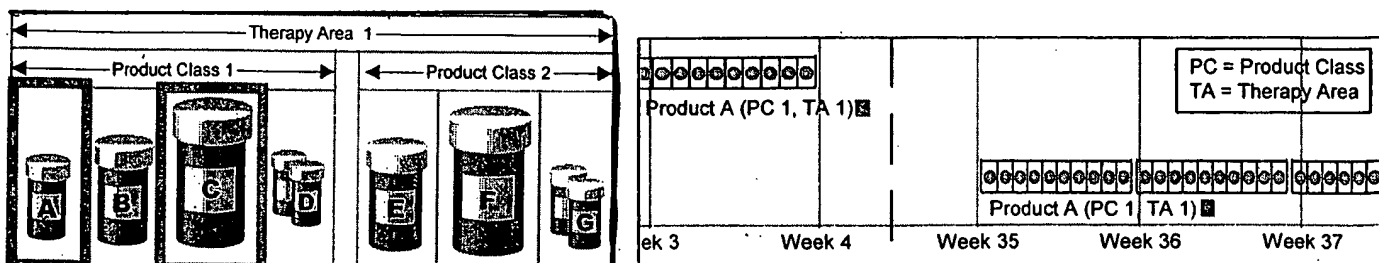
1044



1046



1048



1050

Figure 10d

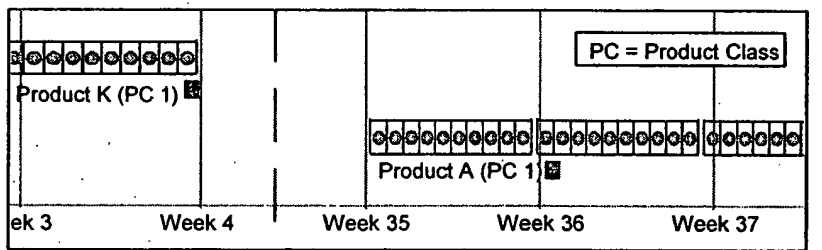
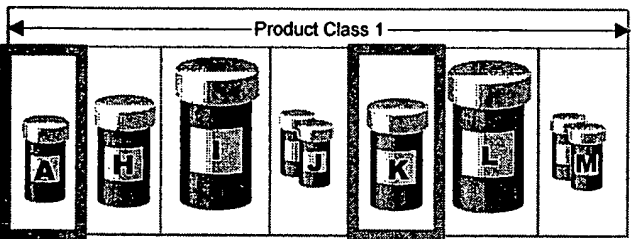
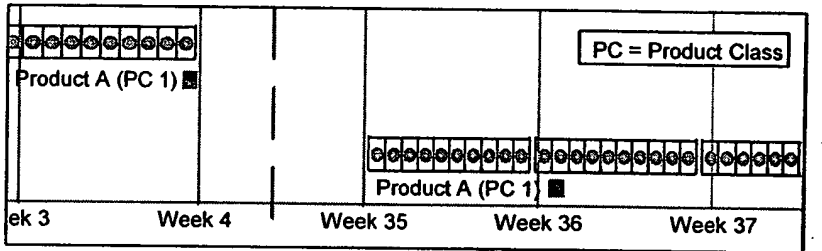
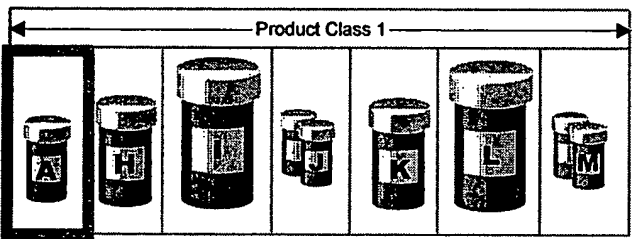
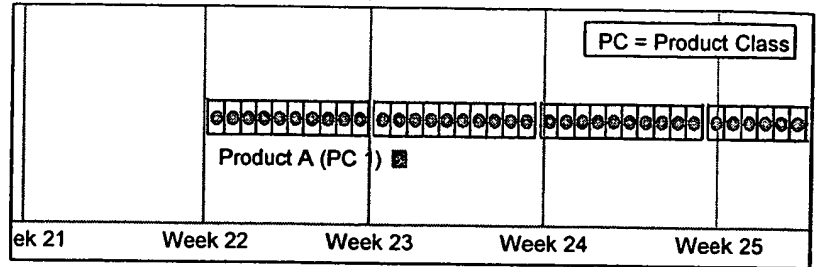
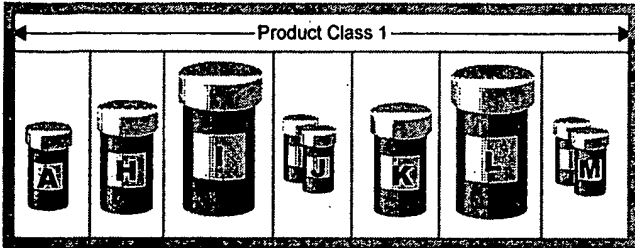
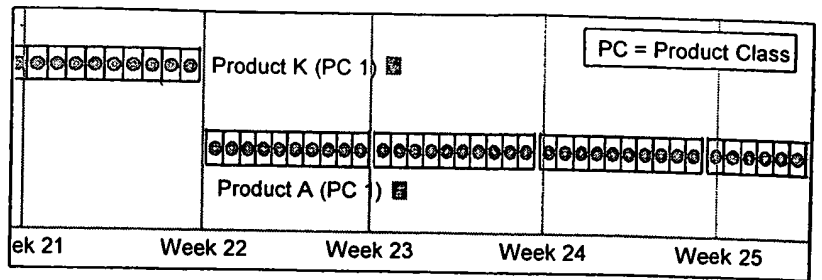
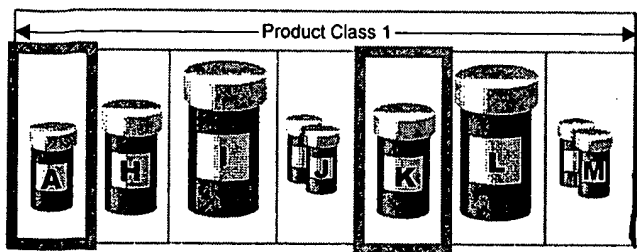
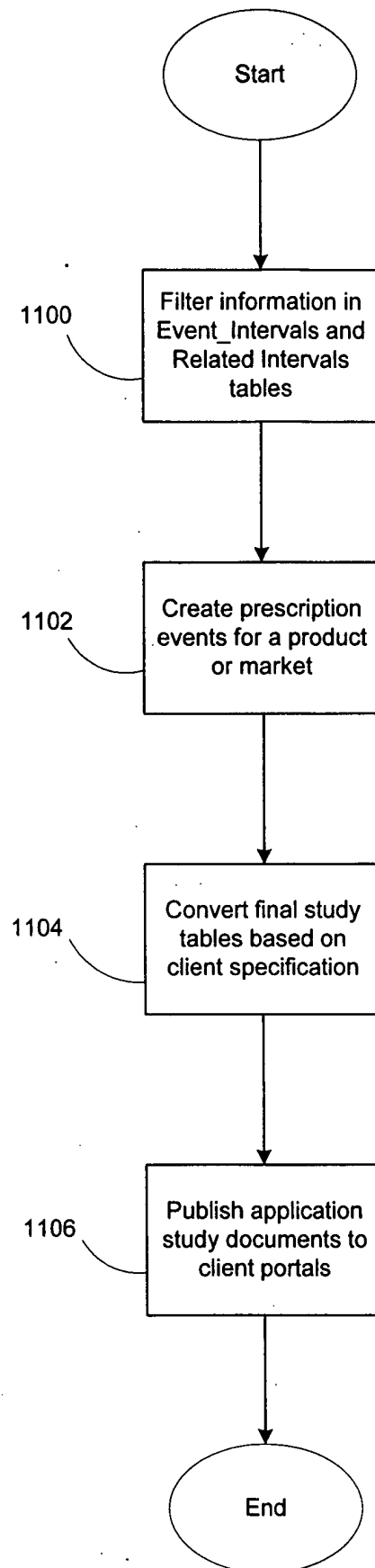


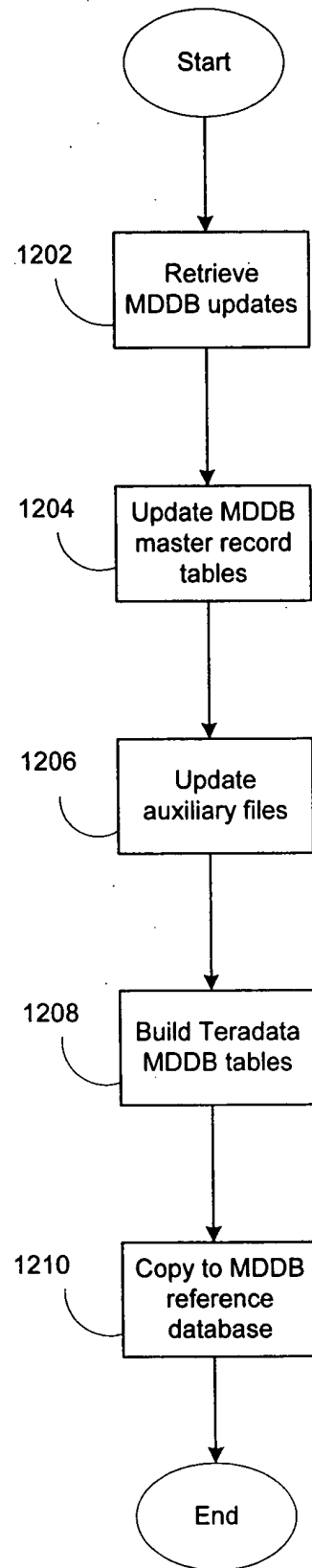
Figure 10e

512



**FIG. 11**

1200



**FIG. 12**

## Teradata MSA Geography tables

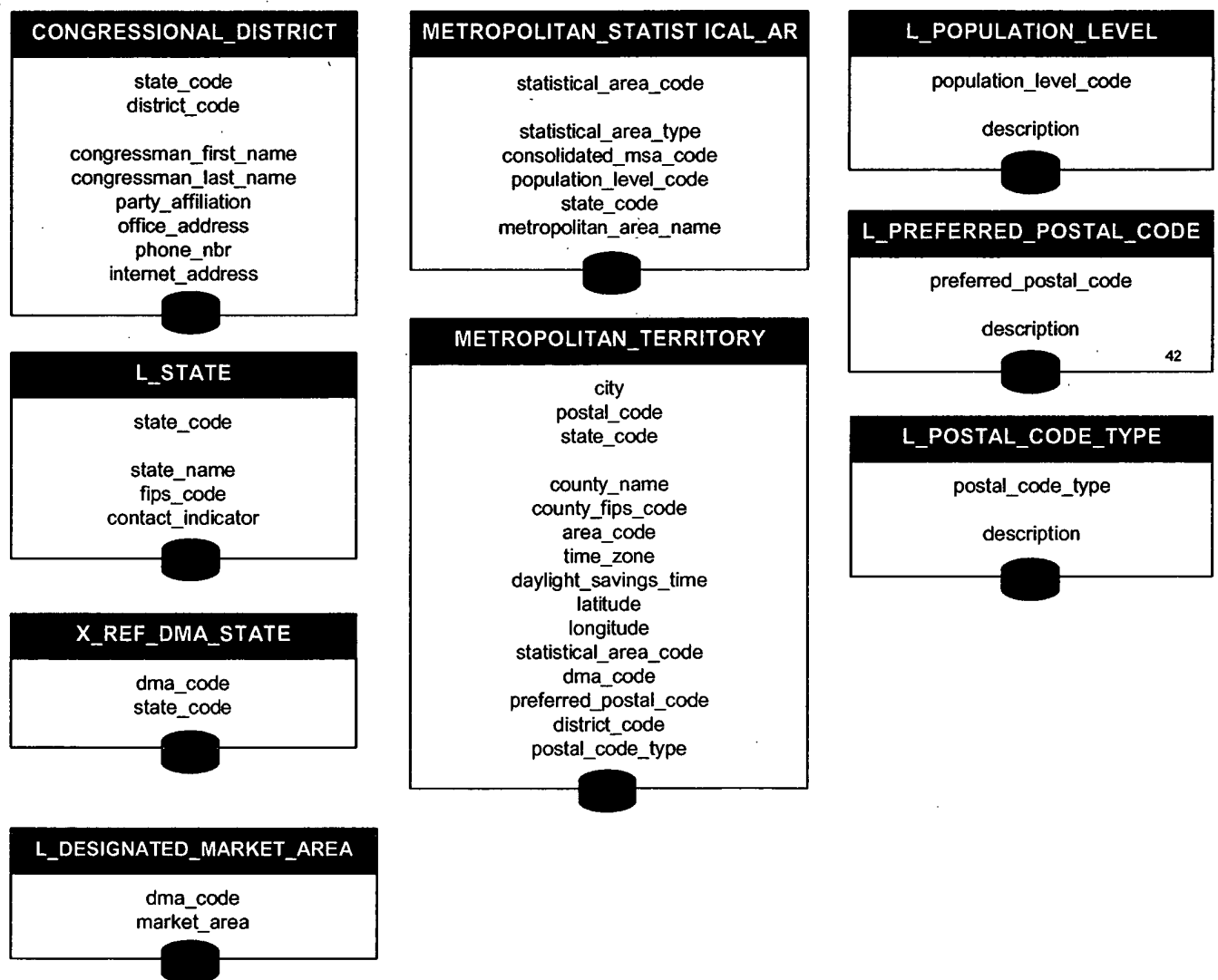


Figure 13

Request Monitor

Client Market Configuration

Client Market Log

Group Configuration

Group Options

Template Editor

ScripMaxIQ

Intelligence for Targeted Action

DENDRITE

Sign Out

refresh

Client Market Log

04-23-2003 03:06:28 PM

Client Market:

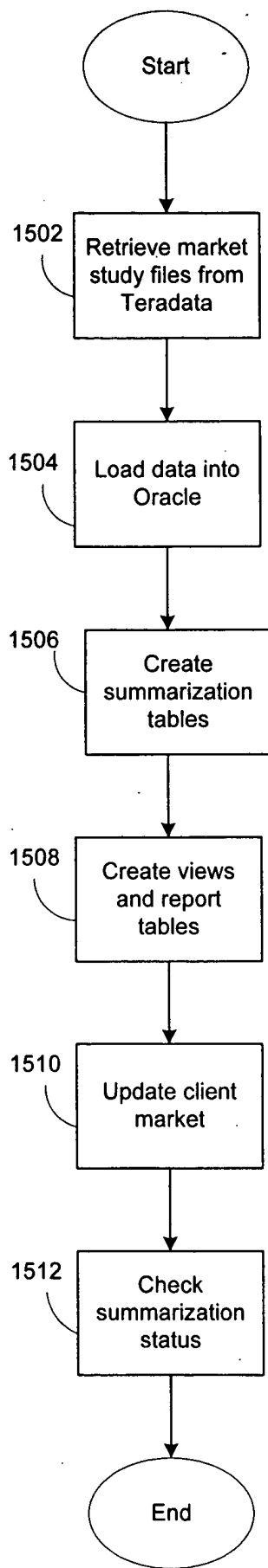
View All Markets

Refresh

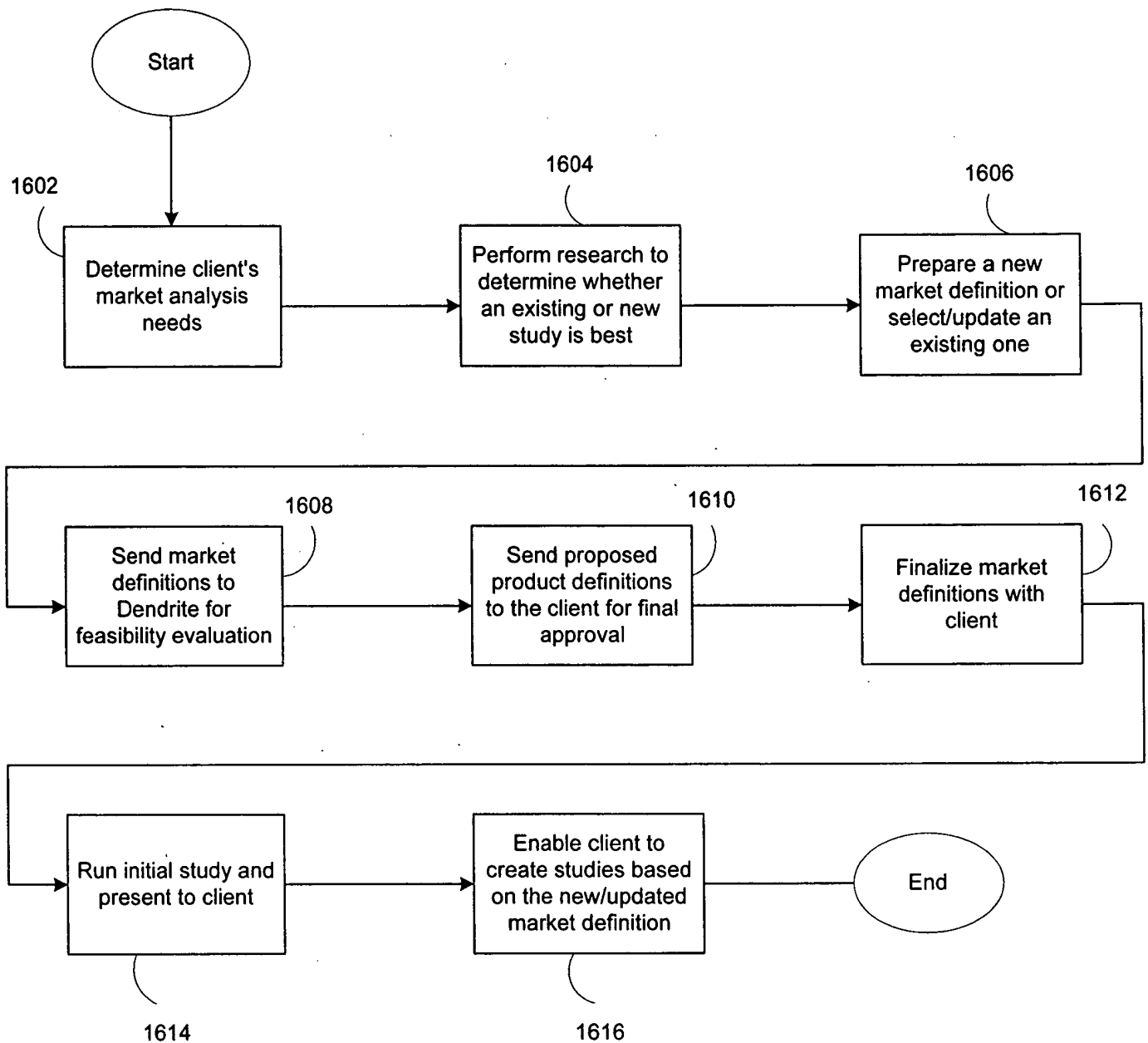
	ID	Name	Type	Date	Description
Update Cancel	260	Antipsychotics	TA	04-22-2003 10:25:55 AM	Summarization - Therapy :
Edit	256	Multiple Sclerosis	SC	04-17-2003 10:58:38 AM	Summarization - Single Class
Edit	236	Schering Plough Antihistamines	SC	04-17-2003 01:49:31 AM	Summarization - Single Class
Edit	102	ARB Combinations (Single Class)	SC	04-09-2003 08:30:00 PM	Manually
Edit	101	ARB (Single Class)	SC	04-09-2003 06:00:00 PM	Manually
Edit	100	Antihypertensive	TA	04-09-2003 05:31:00 PM	Manually
Edit	139	HMG CoA Reductase Inhibitors (Single Class)	SC	04-03-2003 04:00:00 PM	Manually
Edit	86	Glaucoma (Therapy Area)	TA	04-03-2003 02:00:00 PM	Manually
Edit	39	Hyperlipidemia (Therapy Area)	TA	04-03-2003 12:30:00 PM	Manually
Edit	52	Proton Pump Inhibitors	SC	03-12-2003 10:34:22 AM	All products from Class ID 492700. Market Definition from MDDB
Edit	51	Osteoporosis	SC	03-10-2003 10:43:00 AM	All Products from Classes: Classids 300420, 300430, 300440, 300450, 300530. All merged together on ClassID 3004. All market definitions from MDDB.
Edit	49	HMG CoA Reductase	SC	03-06-2003	Classids 394000 and 394099 from teradata merged into class id 3940 (HMGCoA Reductase Inhibitors and HMG CoA Reductase Inhibitors Combination). All market

Figure 14

1500

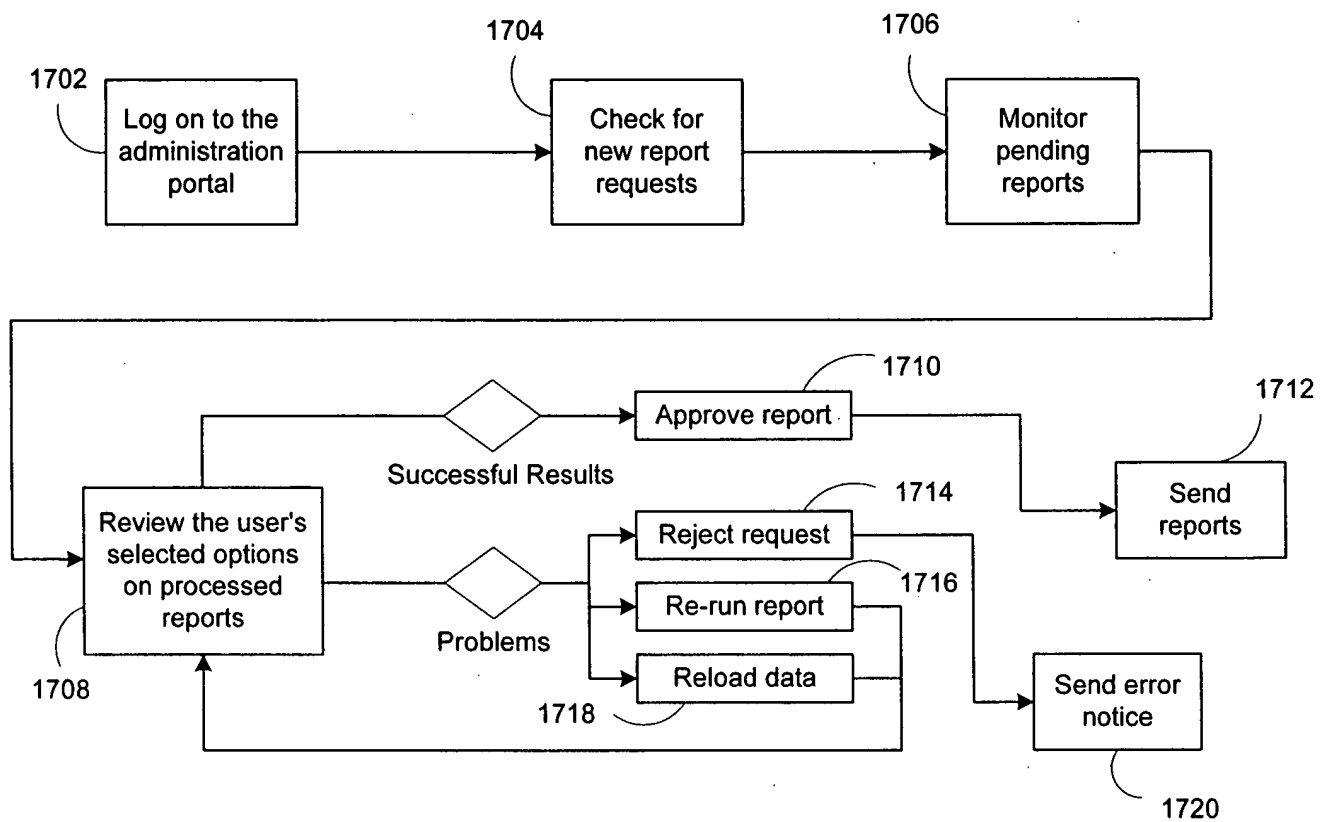


**FIG. 15**

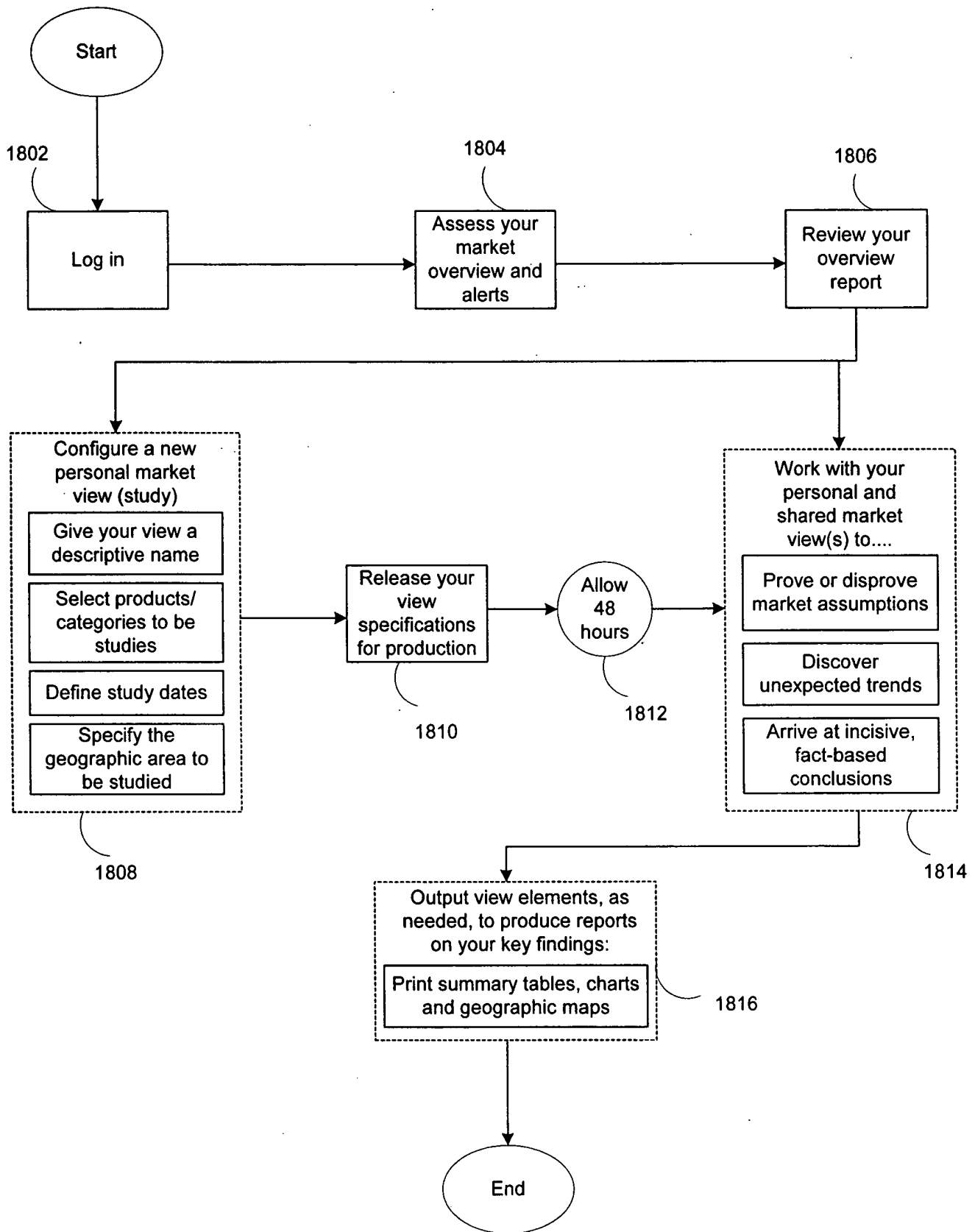


**FIG. 16**

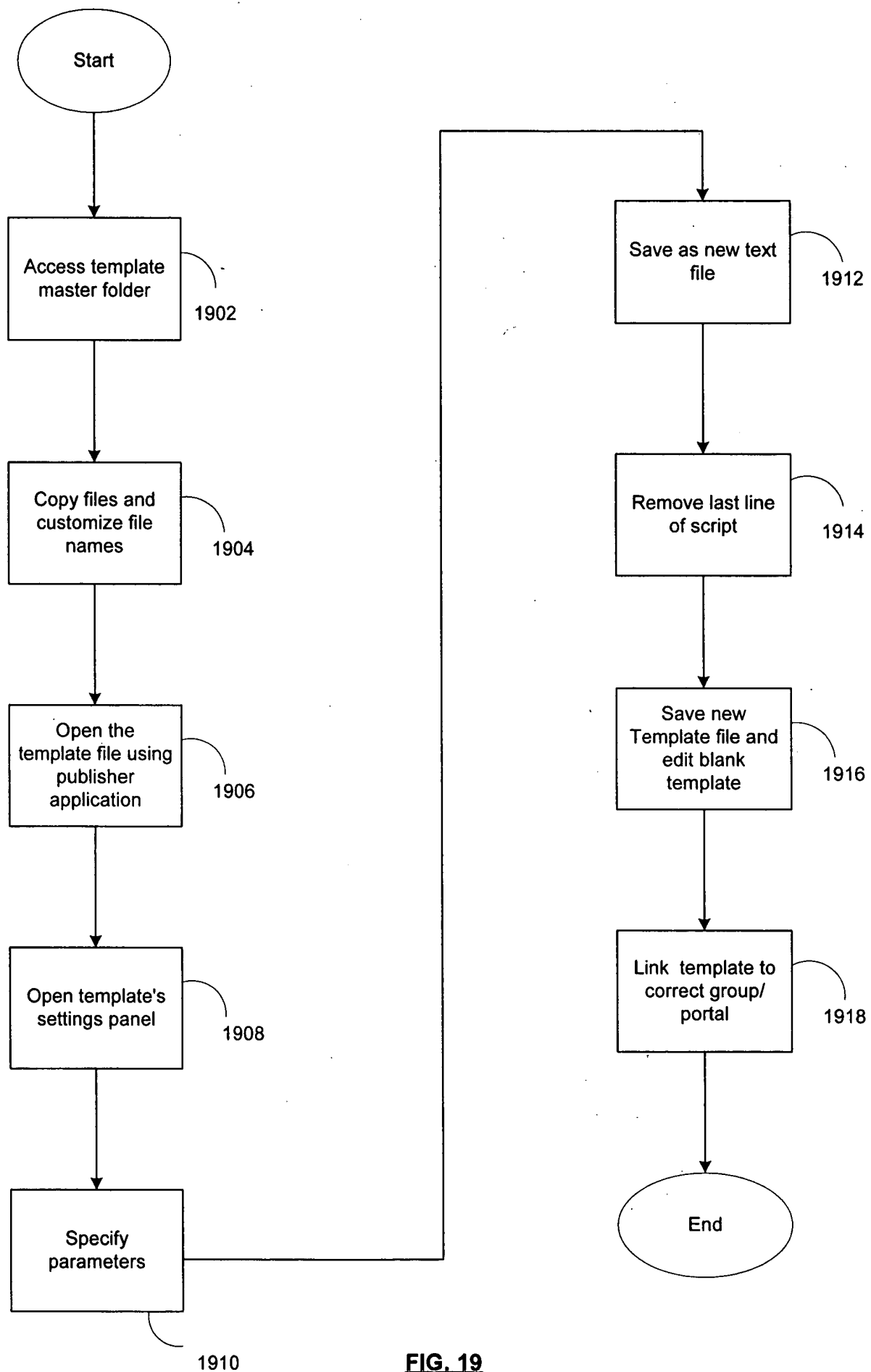




**FIG. 17**



**Fig. 18**



**FIG. 19**

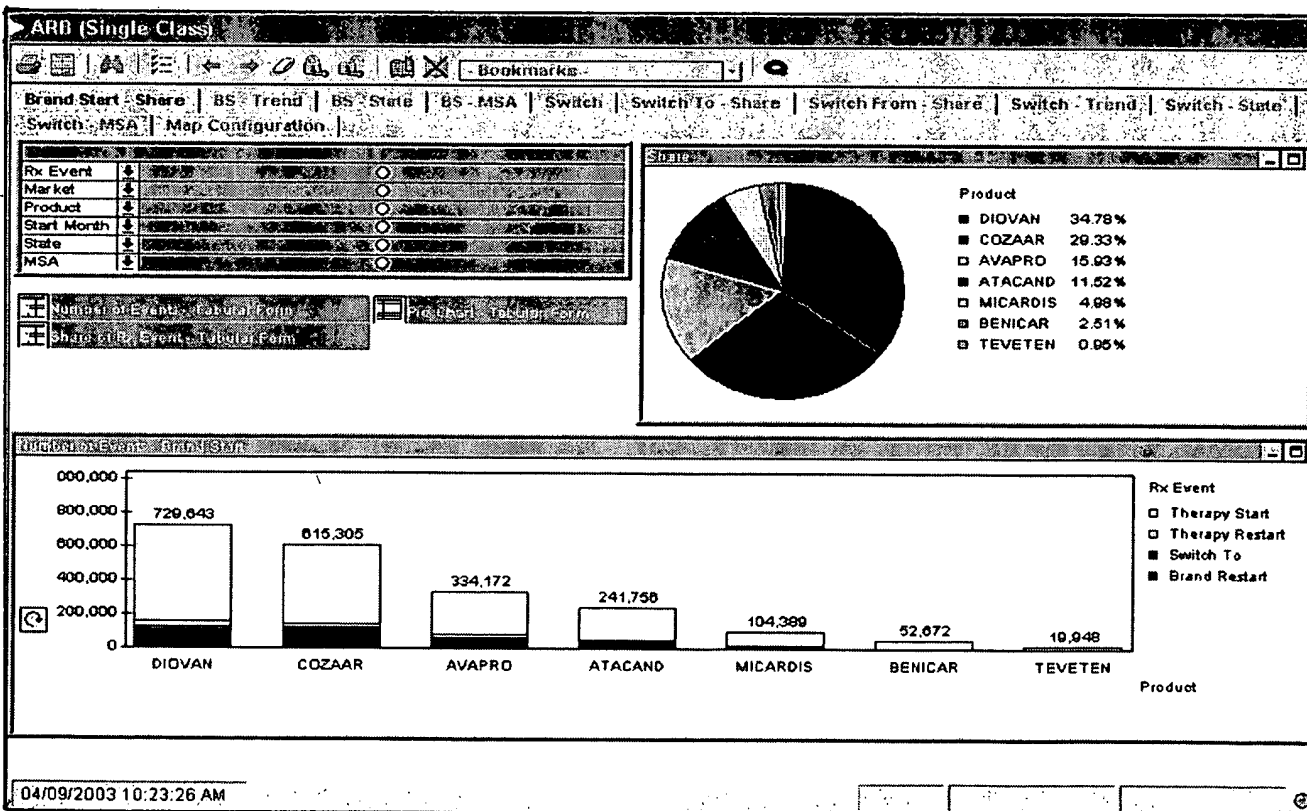
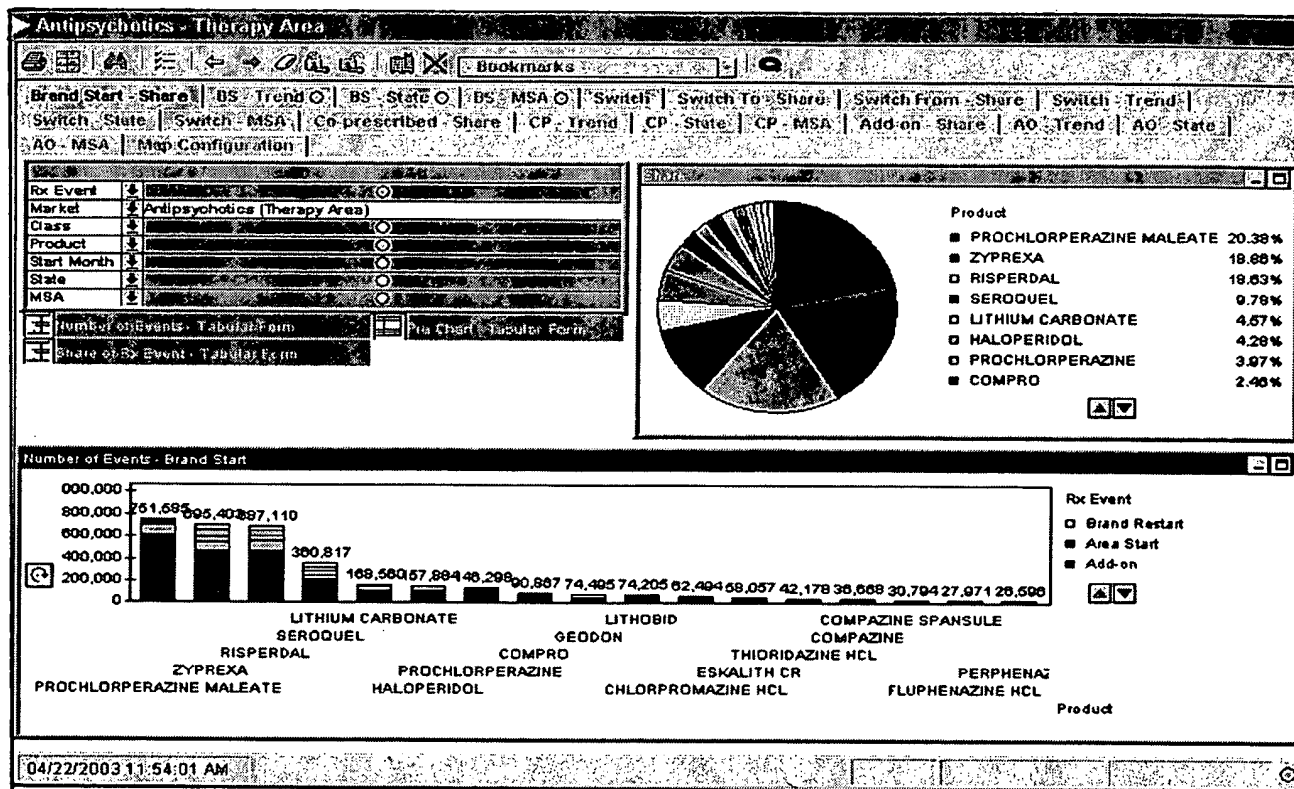


Figure 20A

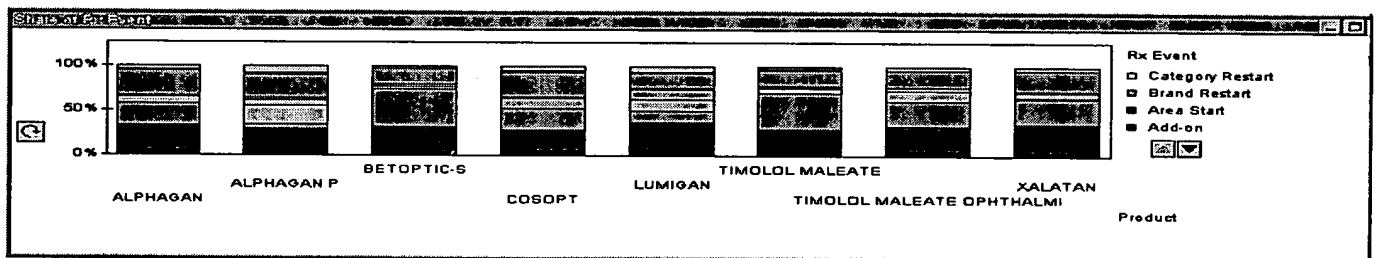
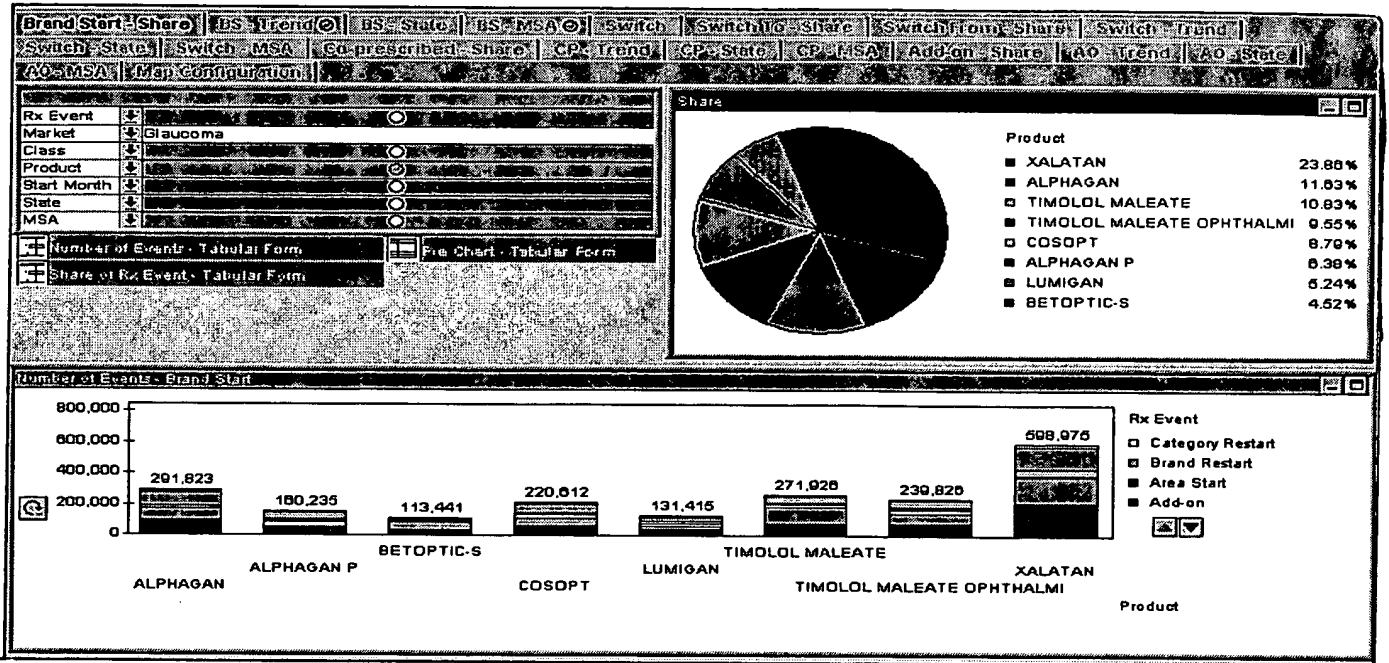


Figure 20 b

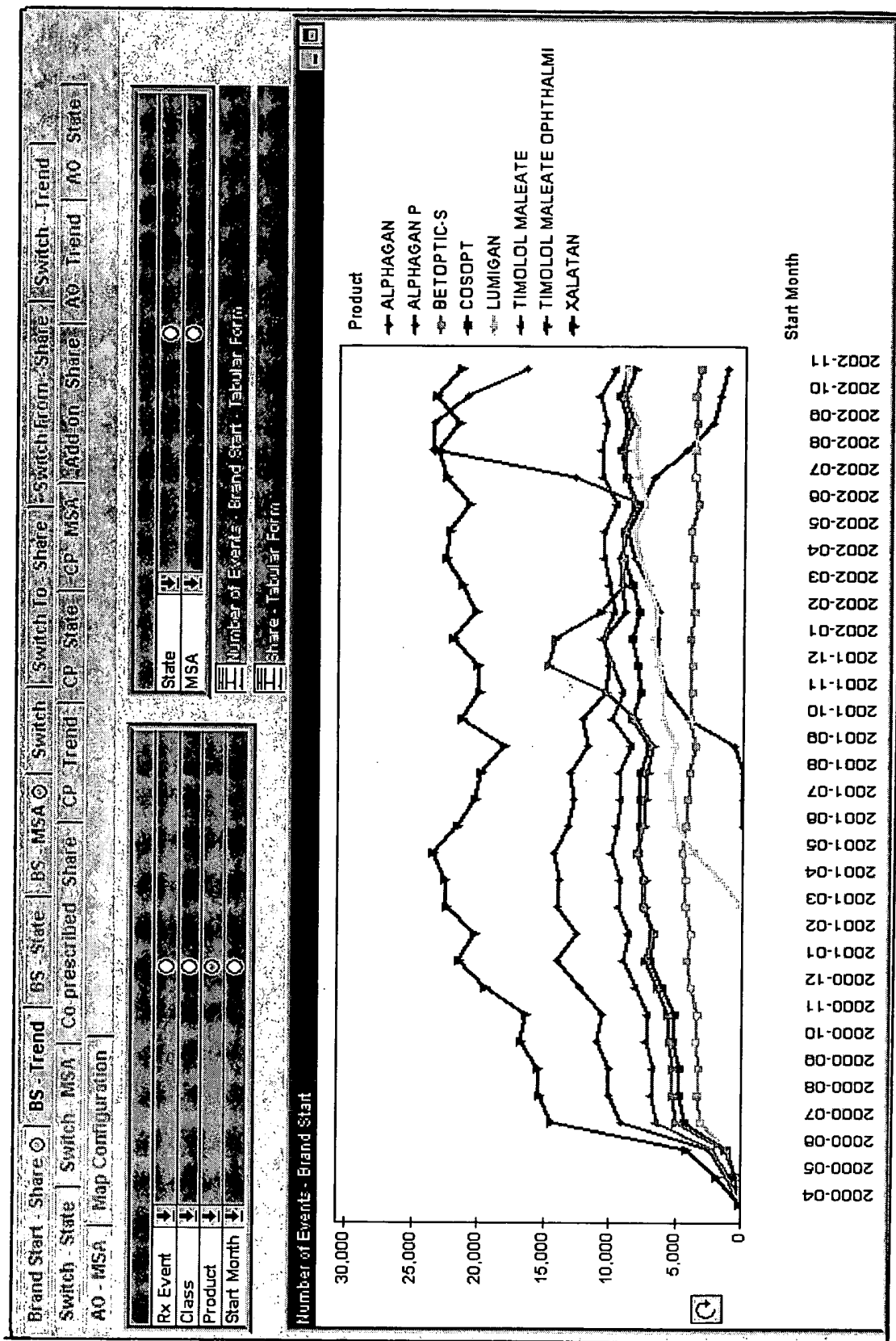


Figure 20C

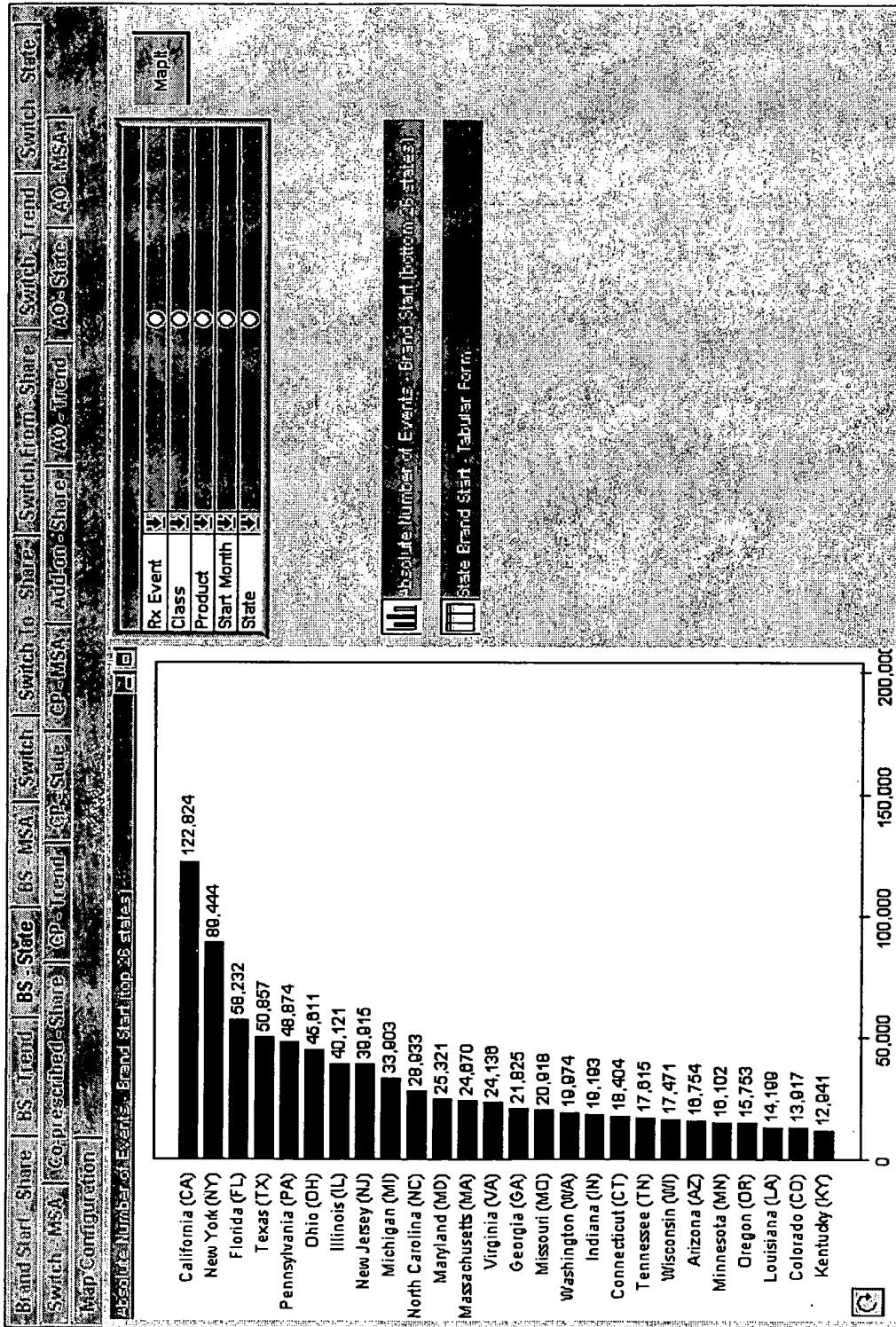


Figure 20d

Brand Start - Share ☐
BS - Trend ☐
BS - State ☐
BS - MSA ☐
Switch ☐
Switch To - Share ☐
Switch From - Share ☐
Switch - Trend ☐

Switch - State ☐
Switch - MSA ☐
Co-prescribed - Share ☐
CP - Trend ☐
CP - State ☐
CP - MSA ☐
Add-on - Share ☐
AO - Trend ☐
AO - State ☐

AO - MSA ☐
Map Configuration ☐

Number of MSA Events - Grand Stat ☐

MSA ☐
Absolute ☒
V per Total Population ☐

Total	2,028,253	
Events with No Matching MSAs	1,306,151	
New York, NY PMSA	40,683	4,367.83
Los Angeles-Long Beach, CA PMSA	29,681	3,117.97
Chicago, IL PMSA	25,828	3,122.06
Philadelphia, PA-NJ PMSA	23,012	4,511.33
Washington, DC-MD-VA-WV PMSA	16,154	3,281.23
Orange County, CA PMSA	14,517	5,100.33
Boston, MA-NH PMSA	13,183	3,869.58
Detroit, MI PMSA	13,126	2,965.27
Baltimore, MD PMSA	11,758	4,605.57
Cleveland-Lorain-Elyria, OH PMSA	11,510	5,113.58
Nassau-Suffolk, NY PMSA	11,198	4,066.21
Houston, TX PMSA	10,767	2,577.29
Atlanta, GA MSA	9,857	2,397.01

Rx Event ☐
Class ☐
Product ☐
Start Month ☐
State ☐
CMSA ☐
MSA ☐

☐
Other Values on MSA Events - Grand Stat

MapIt

Figure 20c



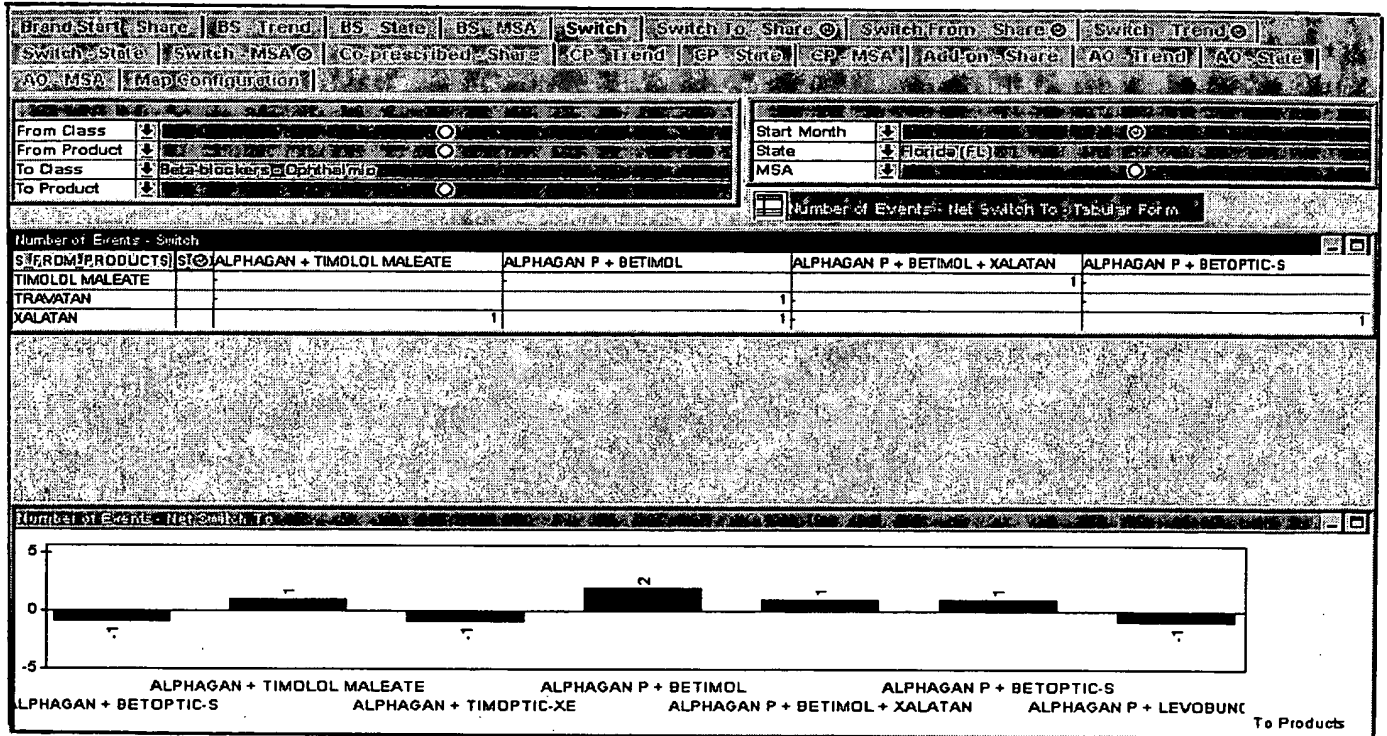


Figure 20f

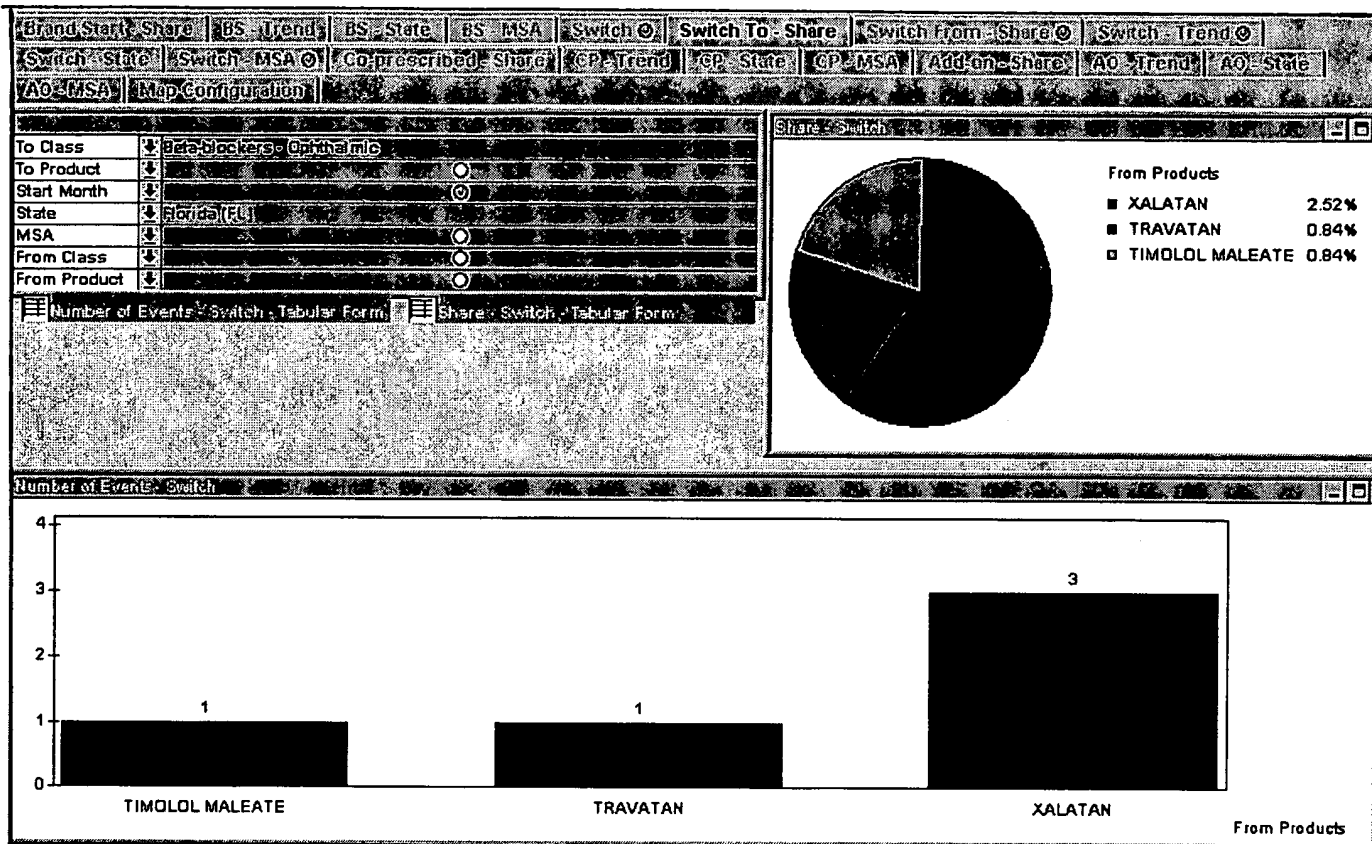


Figure 20g

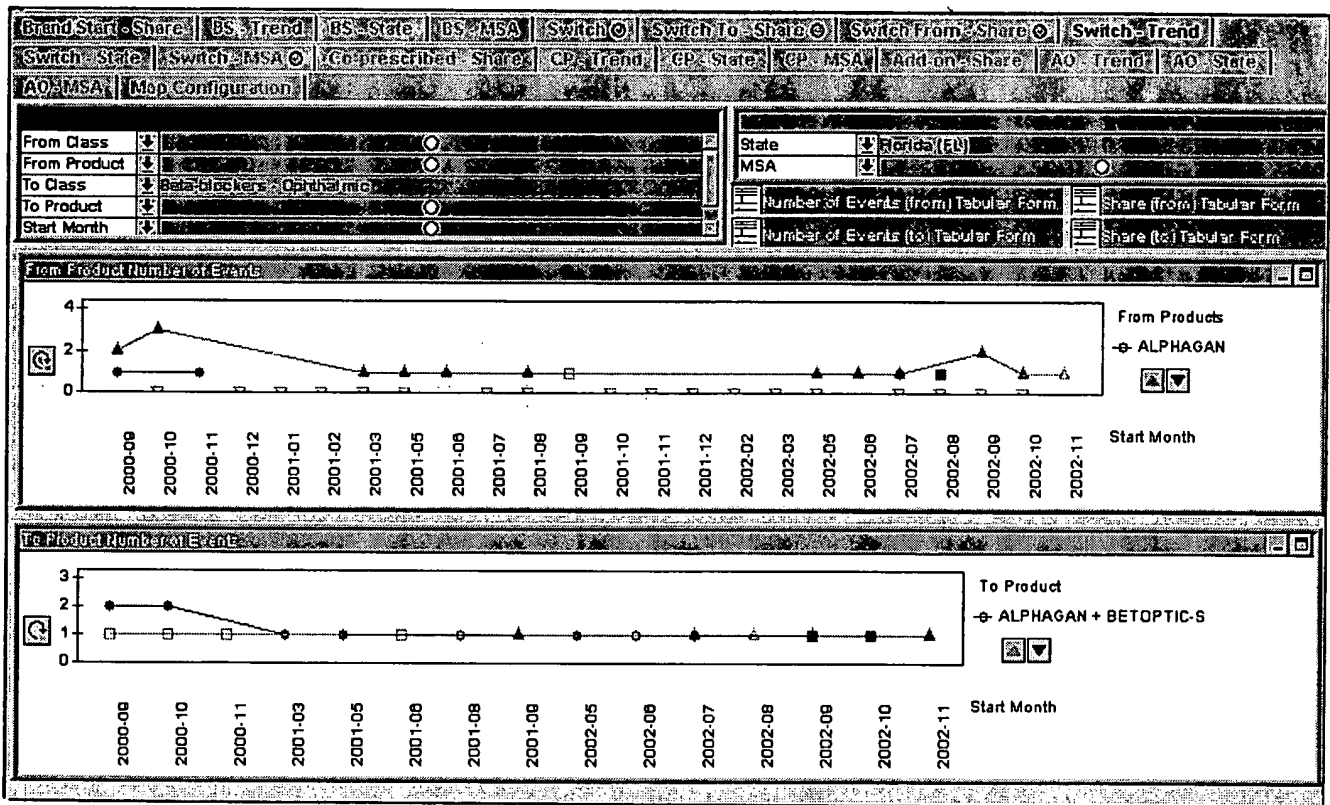
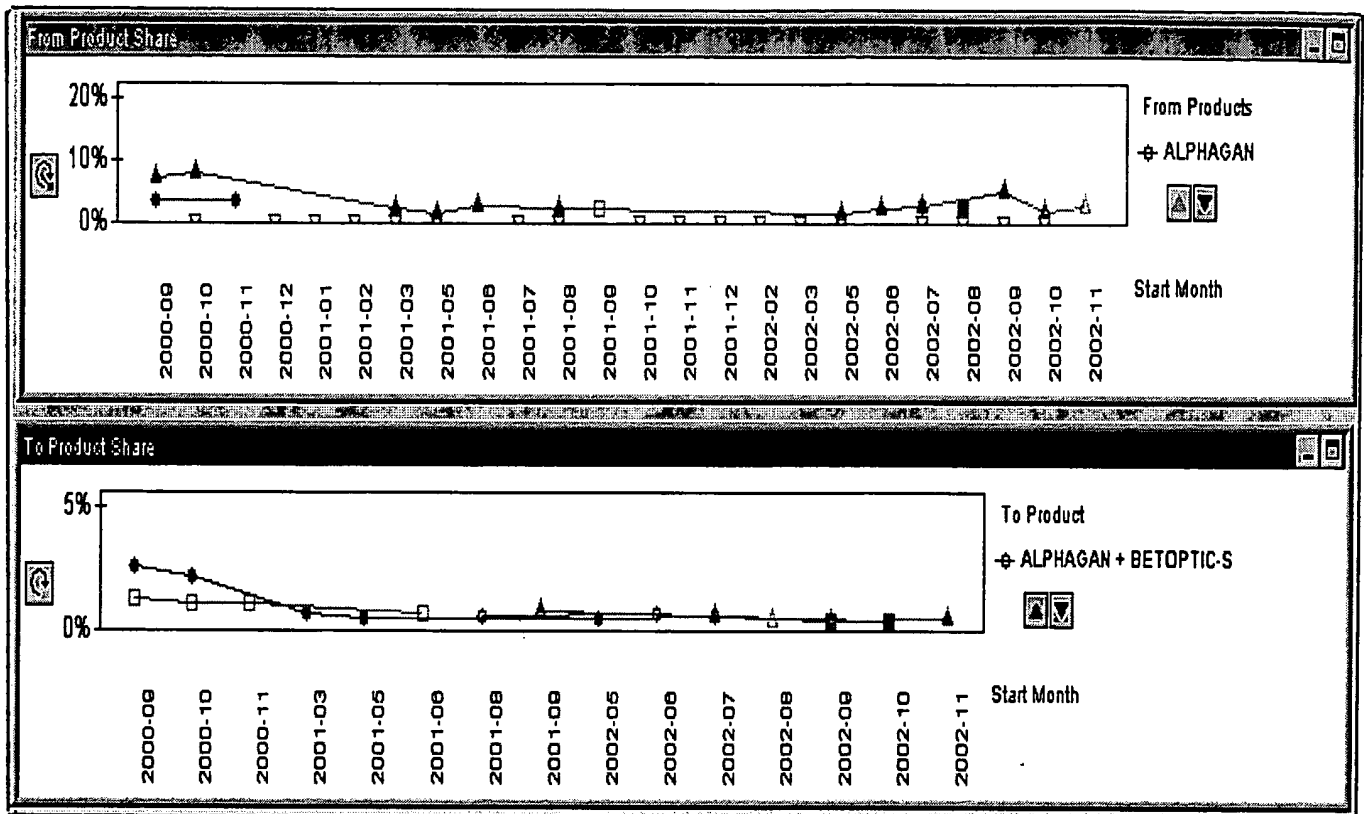


Figure 20h



**Figure 20i**

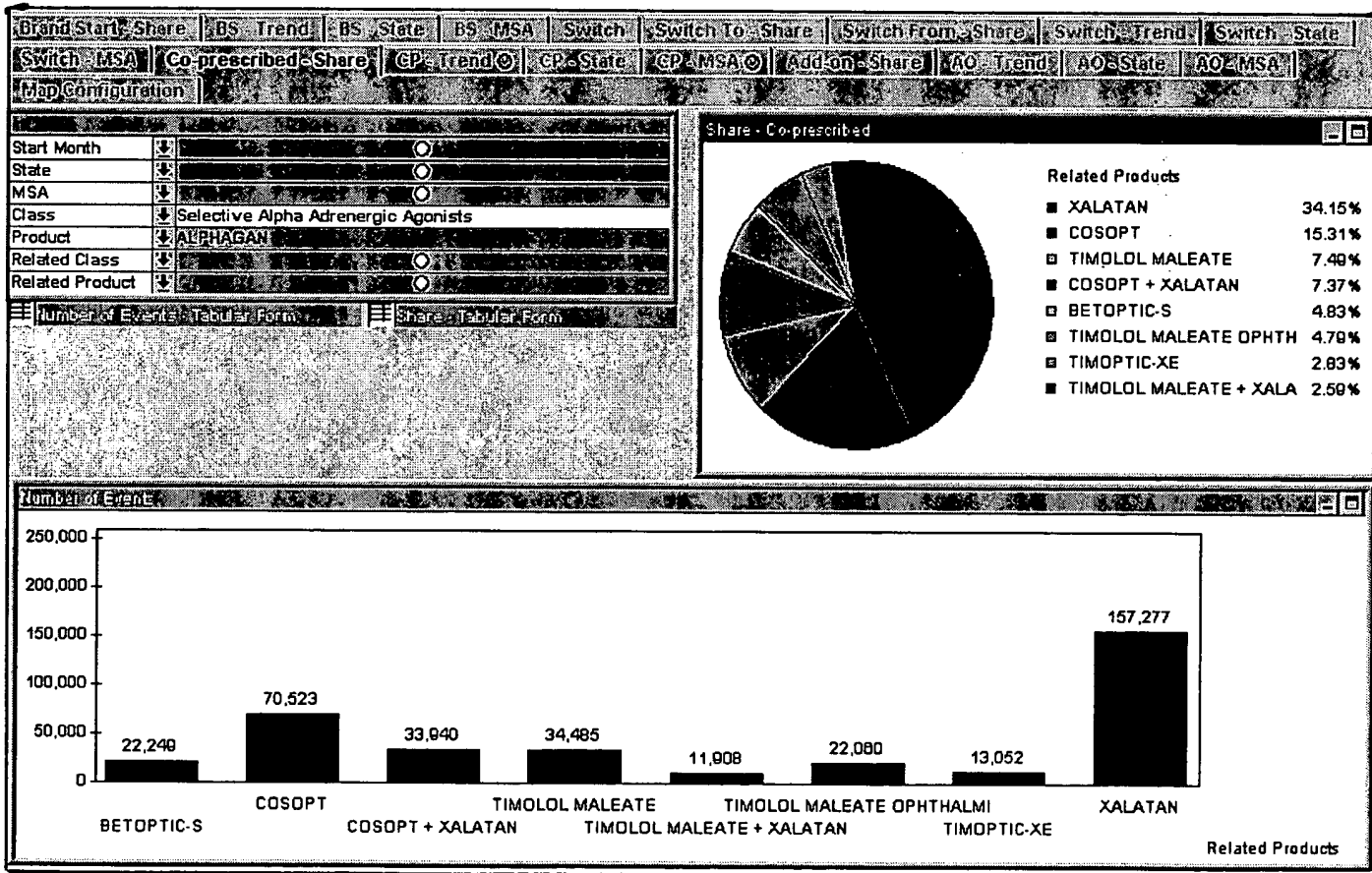


Figure 20j

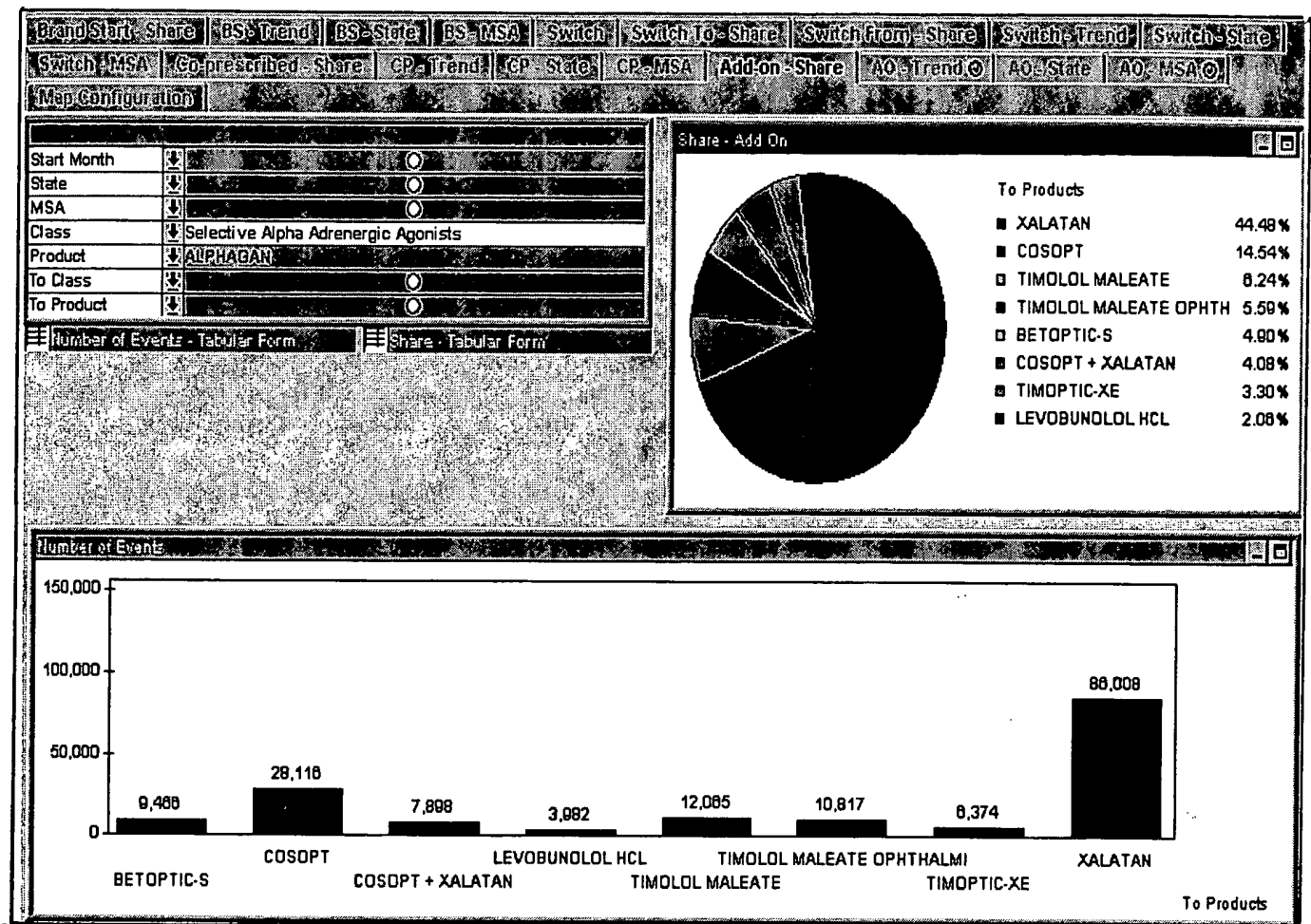


Figure 20 k

Grand Start - Share	BS - Trend	BS - State	BS - MSA	Switch	Switch To - Share	Switch From - Share	Switch - Trend	Switch - State
Switch - MSA	Co-prescribed - Share	CP - Trend	CP - State	CP - MSA	Add-on - Share	AO - Trend	AO - State	AO - MSA

**Map Configuration**

### Layer Configuration

**Visibility Behavior**

Layer	Label
Water <input type="button" value="Automatic"/> <input type="button" value="Change"/>	<input type="button" value="Automatic"/> <input type="button" value="Change"/>
County <input type="button" value="Automatic"/> <input type="button" value="Change"/>	<input type="button" value="Automatic"/> <input type="button" value="Change"/>
City <input type="button" value="Automatic"/> <input type="button" value="Change"/>	<input type="button" value="Automatic"/> <input type="button" value="Change"/>
US Route <input type="button" value="Automatic"/> <input type="button" value="Change"/>	<input type="button" value="Automatic"/> <input type="button" value="Change"/>
Major Route <input type="button" value="Automatic"/> <input type="button" value="Change"/>	<input type="button" value="Automatic"/> <input type="button" value="Change"/>
Highway <input type="button" value="Automatic"/> <input type="button" value="Change"/>	<input type="button" value="Automatic"/> <input type="button" value="Change"/>
Road <input type="button" value="Automatic"/> <input type="button" value="Change"/>	<input type="button" value="Automatic"/> <input type="button" value="Change"/>
State Boundary <input type="button" value="Automatic"/>	<input type="button" value="Automatic"/> <input type="button" value="Change"/>
MSA Boundary <input type="button" value="Automatic"/>	<input type="button" value="Automatic"/> <input type="button" value="Change"/>
Zip Boundary <input type="button" value="Automatic"/>	<input type="button" value="Automatic"/> <input type="button" value="Change"/>

**Color Scheme: Red**

**Map Size (height X width) : 540 X 780**

**Plotting Calculations**  

Multiplier used in the per capita rates: 1000000

Value Type
Number of Events per Total Population
Absolute Number of Events
Number of Events per Male Population
Number of Events per Female Population
Number of Events per Under 14 Population
Number of Events per Over 65 Population

☐ State Population Values  
☐ MSA Population Values

**Figure 201**

ScriptMax 10 - Refresh Study, Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media

Address: http://scriptmax.dendrite.com/DendriteUser/az/edit.cfm?action=edit&viewid=22228&returnURL=/DendriteUser/az/index...

Refresh Study - Antidepressant

Name: Antidepressant August 2003

Template: MSA Brand Start

MSA Level Brand Start - Share, Product Trend, Rx Event Trend, State, MSA

Products:

Alpha-2 Receptor Antagonists (Tetracyclines)

☐ Miltazapine ☐ Remeron ☐ Remeron SoliLab ☐ None

MAO Inhibitors

☐ Marplan ☐ Nardil ☐ Parnate ☐ None

Misc. Antidepressants

☐ Bupropion Hcl ☒ Effexor ☒ Effexor Xr ☐ None

☐ Ludiomil ☒ Maprotiline Hcl ☒ Wellbutrin

☒ Wellbutrin Sr

Modified Cycles

☐ Desyrel ☐ Desyrel Dividose ☐ Serzone ☐ None

☐ Trazadone Hcl ☐ Trazadone Hcl Div... ☐ Trazadone Hcl Div...

☐ Trialodine

Selective Serotonin Reuptake Inhibitors (SSRIs)

☐ None

Market Details

Antidepressant

Type: Therapy Area

Refreshed: Wednesday, Aug 20

Estimated Size

4.8 MB

Within 50 MB Size Limit

Internet

Figure 21



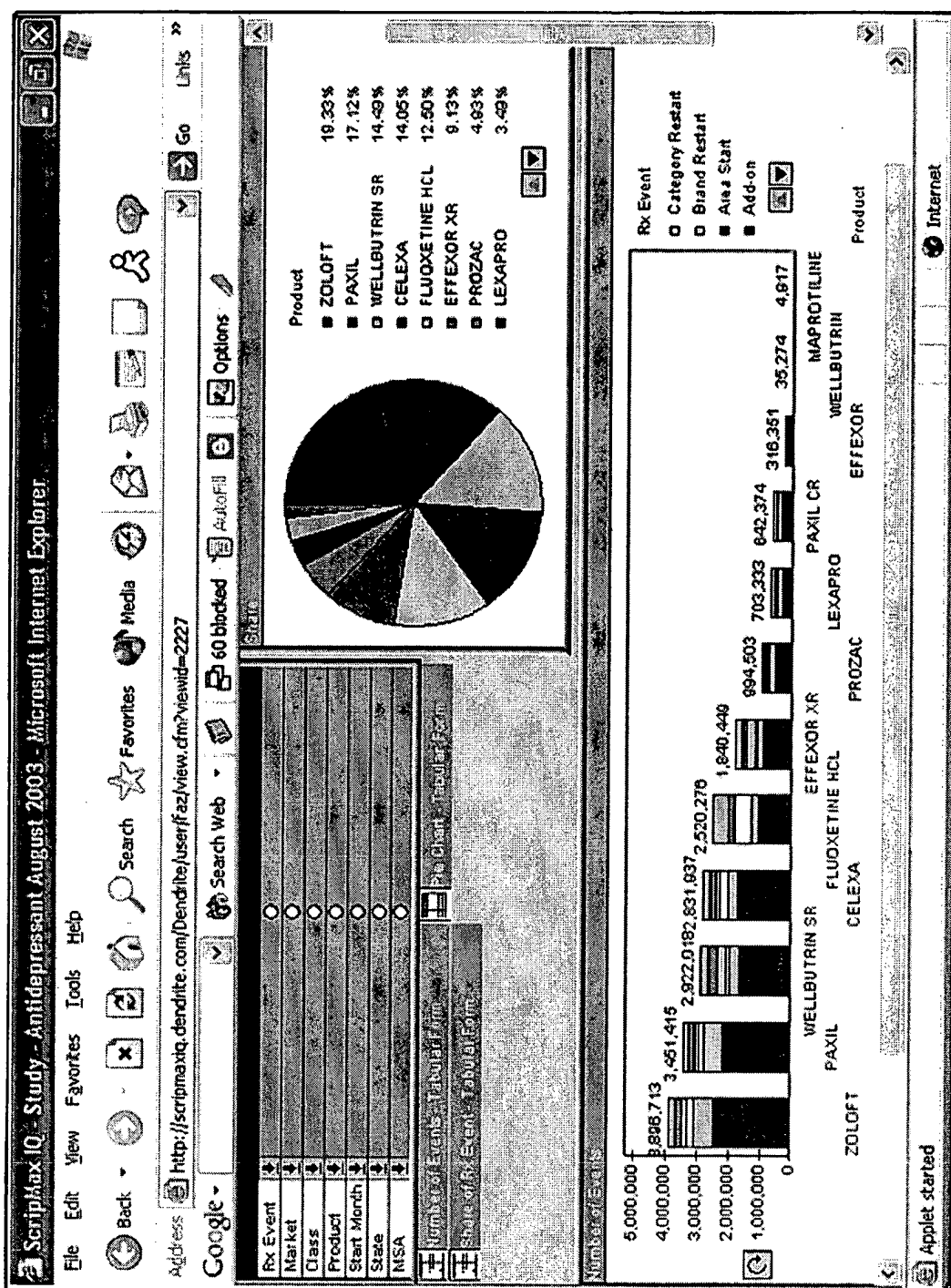


Figure 22

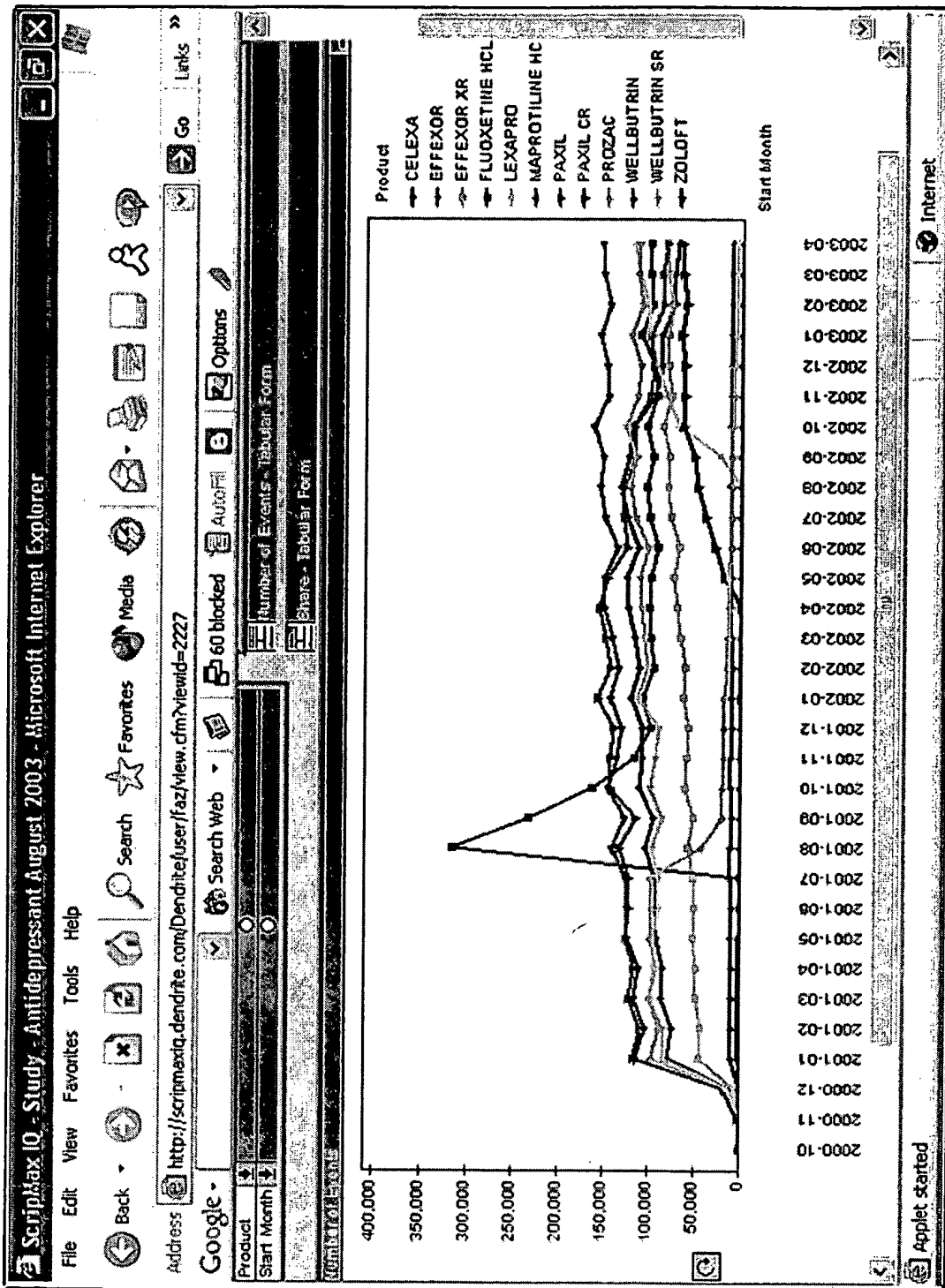


Figure 23

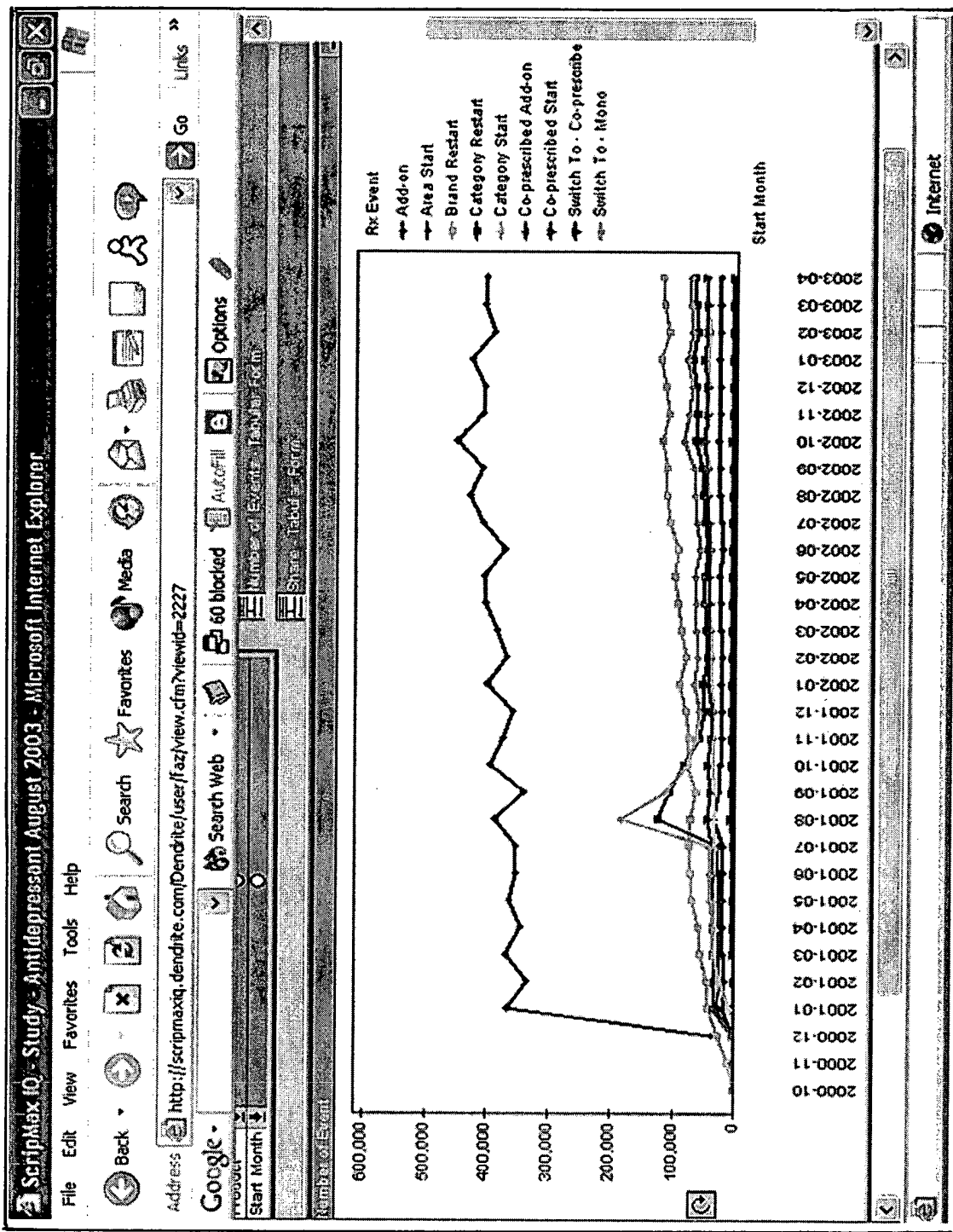
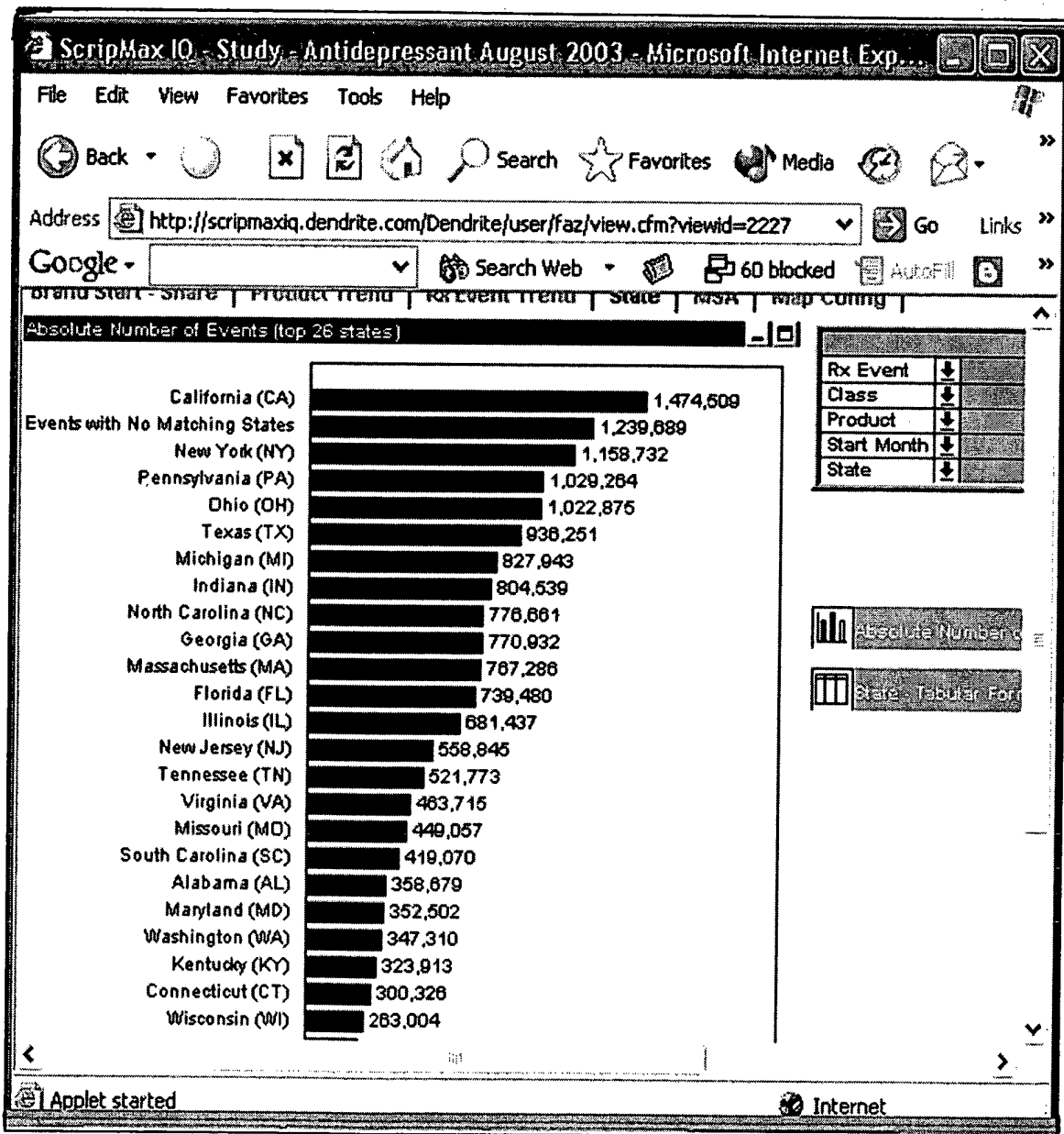


Figure 24

Figure 25



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